



**CITY OF LODI
COUNCIL COMMUNICATION**

AGENDA TITLE: Approve Lodi Tourism Business Improvement District (LTBID) 2011 Annual Report, Adopt Resolution of Intention to Levy Annual Assessment, and Set a Public Hearing for December 15, 2010 to Consider the Proposed Assessment

MEETING DATE: November 23, 2010

PREPARED BY: Deputy City Manager

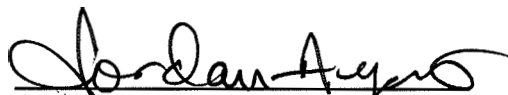
RECOMMENDED ACTION: Approve Lodi Tourism Business Improvement District (LTBID) 2011 Annual Report, adopt Resolution of Intention to Levy Annual Assessment, and set a public hearing for December 15, 2010 to consider the proposed assessment.

BACKGROUND INFORMATION: Pursuant to Lodi Municipal Code Chapter 12.07 and Streets and Highways Code Section 36500 et seq., the LTBID membership Board is required to present an Annual Report (Exhibit A) for City Council's review and approval. This must be done prior to the public hearing and adoption of a resolution confirming the 2011 Annual Report and levy of assessment. The City collects an administrative fee of five percent from the LTBID assessment. Representatives of the LTBID will be in attendance to make a presentation. The levy of the annual assessment will be discussed at a public hearing on December 15, 2010.

The City provides additional funding to Visit Lodi! under a Memorandum of Understanding (MOU) approved by the City Council on August 19, 2009. The MOU provides for an additional funding rate of 19 percent of the Transient Occupancy Tax (TOT) collections. The MOU time period is July 1, 2009 to June 30, 2014.

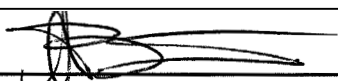
FISCAL IMPACT: Funding for Visit Lodi! generates additional funding for local merchants and the City as tourism dollars are spent locally.

FUNDING AVAILABLE: \$76,000 included in the FY 2010/11 City budget.


Jordan Ayers, Deputy City Manager

Attachment

APPROVED:



Konradt Bartlam, Interim City Manager



November 16, 2010

Randi Johl
City of Lodi
221 W. Pine St.
Lodi, CA 95240

Dear Ms. Johl,

Enclosed please find the 2011 Annual Report for the Lodi Tourism Business Improvement District (LTBID) which was established October 6, 2004 by City Ordinance 1753 and was amended 11/19/2008 by Resolution No. 2008-229.

Enclosed you will find a 2011 work plan, budget and method of assessment as required by the California Streets and Highways Code #33650. Please note there are no suggested changes to the District at this time.

I plan to make a presentation to the Council at the November 23, 2010 City Council Shirtsleeve meeting. Please feel free to call me with any questions you may have.

Sincerely,

Nancy Beckman
President and CEO

2011 Lodi Tourism Business Improvement District Annual Report

Assessment Funding Purpose: To administer marketing programs to promote the City of Lodi as a tourism destination and to fund projects, programs, and activities that benefit hotels within the Business Improvement District boundaries

Method of Assessment: The LTBD includes all hotels/lodging facilities within the City of Lodi as well as two properties currently located at the intersection of Kettleman Ln. and 1-5. Each lodging facility within the district shall be assessed 3% of the gross room rental revenue. Rentals (stays) lasting over 30 days are not subject to the assessment. The assessment is levied annual and collected quarterly.

2011 Work Plan (See Attached)

For the purpose of the Annual Report presentation, we have broken our 2011 work plan into 4 project areas:

- Marketing/Promotional Activities
- Customer Service & Hospitality
- Communications
- Committees

2011 Budget

G/L Account	2011
income - BID	\$235,750.00
Income-City of Lodi	\$71,000.00
income-Taste of Lodi	\$49,521.00
income - Tourism Lunch	\$6,000.00
Income-postage donations	\$0.00
Income - Ares booking engine	\$25.00
Income-website advertising	\$500.00
Total Income	\$362,796.00
Advertising	\$20,975.00
Automobile Expense	\$2,845.00
Bank Service Charges	\$444.00
Contingencies/Unexpected Opportunities	\$4,693.00
Dues & Subscriptions	\$3,813.00
Education/Conferences	\$425.00
Equipment Lease	\$5,730.00
Event Expenses - Taste of Lodi	\$39,703.00
Event Expenses - Tourism Lunch	\$5,502.00
Facilities Fund	\$25,000.00
Gifts	\$200.00
Hospitality/Meals	\$1,260.00
Insurance	

Directors & Officers	\$1,600.00
Health	\$9,000.00
Liability	\$568.00
Work Comp	\$1,300.00
Labor - Contract	\$250.00
<u>Office Expenses</u>	
Equipment	\$1,000.00
Maintenance	\$2,200.00
Supplies	\$1,599.00
<u>Personnel</u>	
Salaries	\$144,147.00
Benefits	\$12,369.00
Postage & Delivery	\$2,533.00
Printing & Reproduction	\$2,215.00
<u>Professional Fees</u>	
Accounting	\$3,870.00
Administration-City of Lodi	\$11,788.00
Legal Fees	\$250.00
Promotion	\$4,440.00
Rent	\$19,955.00
<u>Repairs</u>	
Computer Repairs	\$800.00
<u>Tax & License</u>	
Payroll	\$12,140.00
Property	\$2,362.00
Licenses	\$70.00
Technology	\$3,780.00
Telephone	\$1,900.00
Trade Shows	\$6,065.00
<u>Travel & Entertainment</u>	
Meals	\$570.00
Travel	\$3,335.00
Utilities - Gas & Electric	\$2,100.00
Total Expense	\$362,796.00
Net Profit (Loss)	\$0.00

Visit Lodi!
Conference & Visitors Bureau
2011 Work Plan

Leisure Market

Targeted Advertising: Ads will be placed in designated target markets including the greater Sacramento and northern California region to promote Lodi. Ads will include a response measure for tracking purposes wherever possible. In 2011 staff will be continually researching the availability and feasibility of new marketing/advertising programs including web-based opportunities.

Trade Shows: Visit Lodi! will have a booth at the 2011 Bay Area Travel Show and Treasure Island Winefest. Staff will actively promote and recruit Lodi hotels and attractions to participate as vendors as a way to have a greater presence at the shows while increasing visibility and promotional opportunity for Lodi. All leads will be tracked and a database of contacts will be maintained for future marketing opportunities.

Visit Lodi! will partner with the Central Valley Tourism Association to promote and represent Lodi at the Los Angeles Times Travel Show. In addition, Visit Lodi! will research wine promotion opportunities at the Sunset Celebration Weekend Travel Show.

Taste of Lodi: Visit Lodi! will produce the 9th annual signature event to 1.) draw in visitors and 2.) showcase and market Lodi as a wine country tourism destination. Staff will work to increase the quality of the look and feel of the event by introducing additional vendor standards.

LodiView: Visit Lodi! will continue to offer LodiView as a monthly e-publication highlighting Lodi events and activities of interest to the tourist. Staff proposes to increase subscriber distribution by a minimum of 10%.

Research: In 2011 Visit Lodi! Staff will research the process and feasibility of promoting Lodi as a wedding destination.

Group Market

Tradeshows: Visit Lodi! will attend three sales shows created for the group market: The California Society of Association Executives (Cal SAE), the National Tour Operator Travel & Tourism Exchange, and SGMP. All sales leads will be followed up on and added to our database for future opportunities.

Fam Tours: Visit Lodi! Group Sales Manager will host quarterly Fam Tours for meeting planners and group decision makers as a tool to market Lodi as a group meeting destination.

Direct Mail Campaign: Quarterly fliers/brochures will be mailed to group sales decision makers to reinforce the Lodi tourism message.

Local Host Program: In 2011, the Group Sales Manager will make 12 presentations to local social groups and service clubs to promote the Host-at-Home Program. A 2011 Host-at-Home Award will be given out at the Annual Tourism Luncheon as a way to 1.) keep groups local as a top of mind perception for citizens and 2.) recognize individuals who participate in the program by referring groups to Visit Lodi! sales staff.

Sponsorships: Sponsorships at tradeshow will be utilized (when appropriate and as funding allows) as a method by which to introduce the group market to Lodi as a destination.

Customer Service/Hospitality

Visitor Information Packets: Visitor information will be distributed on request via email or through access on our website.

Website: The goal of the website is twofold: 1.) To educate and create awareness of Lodi as a visitor destination and to 2.) Provide the highest degree of customer service by ensuring that visitor information is complete, up-to-date and easily accessible. All other sections of the visitlodi.com website will be maintained and updated on a regular basis.

Visitor Publications: Visit Lodi! will develop and maintain a number of publications geared to increase availability of visitor information.

- **Lodi Travel Planner:** An updated Lodi Travel Planner will be presented for distribution in the Summer of 2011. The book which is designed to showcase Lodi to potential visitors and tourists is currently distributed to hotels, wineries, venues and other tourist attractions. It is one of the main marketing pieces for Visit Lodi! and is mailed upon request and is distributed at travel trade and sales shows. Consumers will be able to access the guide on-line and advertisers in the guide will have the ability to change their on-line ads 4 times throughout the year giving them flexibility in their advertising campaigns.

- 9 **Festival& Events Calendar:** Visit Lodi! will produce an in-house designed/printed Festival& Events Calendar. The Calendar, produced annually, is a quick reference to events in the Lodi area and is distributed at the hotels, tradeshow, and in visitor information packets.
- 9 **Visitor Attraction Map & Guide:** In January of 2011 Visit Lodi! will introduce an updated Visitor Attraction Map & Guide. The map will be distributed to hotels, wineries and attractions for their use and will be the main piece sent out to visitors requesting visitor information. The map is designed to fold into a brochure so that it can be used in a card rack or as a self-mailer.
- 9 **Meeting Facilities Brochure:** Produced in-house, the Meeting Facilities Brochure is designed to provide information to potential consumers on event facilities.

Hotel Brochure Distribution: Visit Lodi! staff will provide a monthly brochure distribution service to all Lodi hotels, wineries and attractions. The goal is to ensure that visitor information is widely available and easily accessible to guests.

Communications

Newsletter: In 2011 Visit Lodi! will print and distribute two annual newsletters. The reports will be distributed to local constituents and individuals vested in the tourism industry as a way to inform the public as to the programs and services undertaken by the Conference & Visitors Bureau.

Twitter and Facebook: Staff will update Visit Lodi! Twitter and Facebook accounts weekly and proposes to increase followers by a minimum of 10%.

Committees

Hotel Council: The Visit Lodi! Hotel Council meets to exchange information about Lodi events, promotions, and programs and services. Beginning in 2011, the Council will meet on a quarterly basis.

LODI EVENTS

First Friday Art Hop, 1st
Friday of Every Month
Lodi Arts Commission.
209-333-5511
www.lodiarts.org

FEBRUARY
Wine & Chocolate Weekend
Lodi Wine & Visitor Center.
209-365-0621
www.lodiwine.com

MARCH
Spring Wine Show
Lodi Grape Festival,
209-369-2771
www.grapefestival.com

APRIL
School Street Stroll
Lodi Chamber of Commerce,
209-367-7840
www.lodichamber.com

MAY
Lodi ZinFest
Lodi Wine & Visitor Center,
209-365-0621
www.zinfest.com

Lodi Street Faire
Lodi Chamber of Commerce,
209-367-7840
www.lodichamber.com

JUNE
Art on the Square
Lodi Arts Commission,
209-333-5511
www.lodiarts.org

Groovin' In the Grove
Summer Concert Series
Jessie's Grove Winery.
209-368-0880
www.jessiesgrovewinery.com

Downtown Farmers Market,
June - September
Downtown Lodi Business
Partnership, 209-369-8052
www.downtownlodi.com

Lodi Street Rod Show
Lodi Grape Festival.
209-369-2771
www.grapefestival.com

JULY
4th of July at the Lake
Lodi Parks & Recreation
209-333-6742

AUGUST
Rock the Square
Tip the Heart Foundation,
209-333-1032

SEPTEMBER
Lodi Grape Festival
209-369-2771
www.grapefestival.com

Taste of Lodi
Visit Lodi Conference &
Visitors Bureau, 209-365-1195
www.tasteoflodi.com

OCTOBER
School Street Stroll
Lodi Chamber of Commerce,
209-367-7840
www.lodichamber.com

Lodi Street Faire
Lodi Chamber of Commerce,
209-367-7840
www.lodichamber.com

NOVEMBER
Sandhill Crane Festival
800-581-6150
www.cranefestival.com

Lodi First Sip
Lodi Wine & Visitor Center,
209-365-0621
www.lodiwine.com

DECEMBER
Festival of Trees
San Joaquin County Historical
Museum, 209-331-2055
www.sanjoaquinhistory.org

Parade of Lights
Downtown Lodi Business
Partnership, 209-369-8052
www.downtownlodi.com



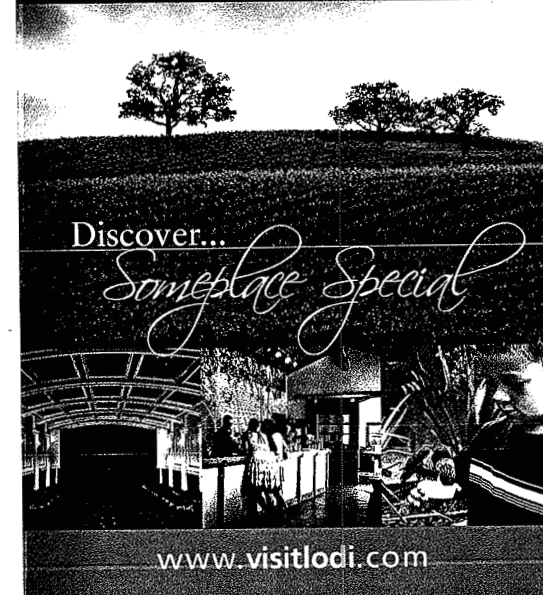
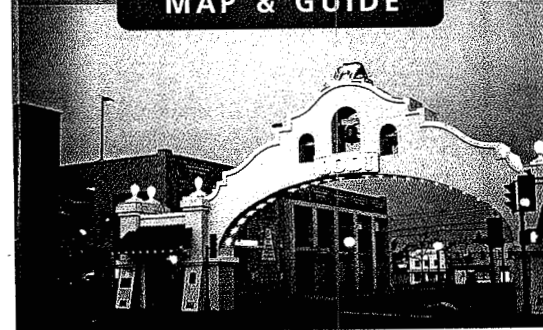
209-365-1195
800-798-1810

115 S. School Street Suite 9
Lodi, CA 95240

www.visitlodi.com

LODI ATTRACTION

MAP & GUIDE



www.visitlodi.com



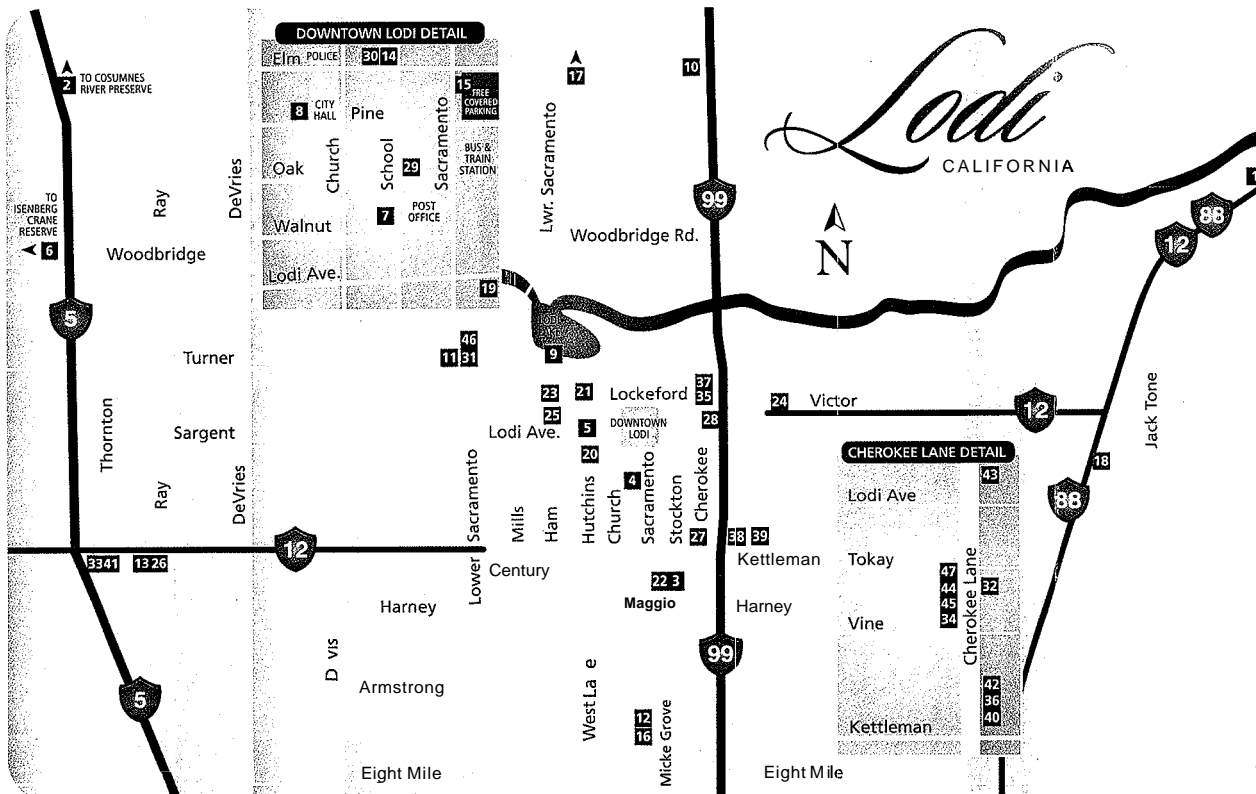
welcome!

Located just 35 miles south of Sacramento and 90 miles east of San Francisco, Lodi Wine Country is Northern California's hottest new wine destination. Visitors can pass the afternoon sipping wine with a winemaker at one of our 70 wineries or shop for that perfect gift in our charming Historic Downtown. Walk along the beach at Lodi Lake, picnic in a vineyard, or catch a concert or play at our performing arts theater. Whether for fun or romance, relaxation or rejuvenation, Lodi will surprise and delight even the most discriminating traveler.



LODI ATTRACTIONS

- 1** Chocoholics Divine Desserts
18819 E. Hwy 88, Clements
800-760-2462
www.gourmetchocolate.com
- ☐ Cosumnes River Preserve
13501 Franklin Blvd., Galt
916-684-2816
www.cosumnes.org
- 3** Great Valley Serpenterium
2379 Maggio Cir Unit C, Lodi
209-369-7737
www.snakemuseum.com
- 4** Hill House Museum
826 Church St., Lodi
209-369-6073
www.lodihistory.org
- ☐ Hutchins Street Square
Performing Arts Theatre
125 S. Hutchins St., Lodi
209-333-5550
www.hutchinsstreetsquare.com
- 6** Isenberg Crane Reserve
W. Woodbridge Rd.
209-948-7708
www.dfg.ca.gov
- ☐ Knowlton Art Gallery
115 S. School St. #14, Lodi
209-368-5123
www.knowltongallery.com
- ☐ Lodi All Veteran's
Plaza Memorial
221 W. Pine St., Lodi
- 9** Lodi Lake
1101 W. Turner Rd., Lodi
209-333-6742
- 10** Lodi Parachute Center
23597 N. Hwy 99, Acampo
209-369-1128
www.parachutecenter.com
- 11** Lodi Wine & Visitor Center
2545 W. Turner Road, Lodi
209-365-0621
www.lodiwine.com
- ☐ Micke Grove Park & Zoo
San Joaquin Historical Museum
11793 N. Micke Grove Rd., Lodi
Zoo: 209-331-7270
Museum: 209-331-2055
www.mgzoo.com
www.sanjoaquinhistory.org
- 13** Phillips Farms
4580 W. Hwy 12, Lodi
209-368-7384
www.lodivineyards.com
- ☐ Stadium 12 Cinemas
109 N. School St., Lodi
209-339-1900
- 15** World of Wonders
Science Museum
2 North Sacramento St., Lodi
209-368-OWOW [0969]
www.wowsciencemuseum.org
- ☐ Micke Grove Golf Links
11401 N. Micke Grove, Lodi
209-369-4410
www.mickegrove.com
- 17** Forest Lake Golf Course
2450 E. Woodson Rd, Acampo
209-369-5451
- 18** Lockeford Springs
Golf Course
16360 N. Hwy 88, Lodi
209-333-6275
www.lockefordsprings.com
- ### TRANSPORTATION
- City Cab: 209-327-2963
- Lodi Multi-Modal Transportation
Center
209-333-6806
- Amtrak: 800-872-7245



PREFERRED DINING

- 19** A&W Root Beer - Since 1919
216 W. Lodi Ave., Lodi
209-368-8548
www.awrootbeer.com
- 20** Avenue Grill
506 W. Lodi Ave. Lodi
209-333-8006
- 21** The Chalkboard Cafe
322 N. Cal fornia St, Lodi
209-369-2 20
www.thechalkboardcafe.com
- 22** DeGrande's Café
2370 Maggio Circle #14, Lodi
209-365-6500
www.degrandescafe.com
- 23** Denis' Country Kitchen
1327 W. Lockeford St, Lodi
209-368-6350
- ☐ Habañero Hots
1024 E. Victor Rd, Lodi
209-369-3791
www.habanerohots.com
- ☐ Matsuyama Sushi
235 Lakewood Mall, Lodi
209-368-3888
- 26** Phillips Farms Cafe
4580 W. Highway 12, Lodi
209-368-7384
www.michaeldavidwinery.com
- 27** Pietro's Trattoria
317 E. Kettleman Ln, Lodi
209-368-0613
www.pietrosloidi.com
- ☐ Richmaid Restaurant
100 S. Cherokee Ln, Lodi
209-368-4279
- 29** Rosewood Bar & Grill
28 S. School St, Lodi
209-369-0470
www.rosewoodbarandgrill.com

- 30** Scooters California
Grill & Catering
121 W. Elm St, Lodi
209-369-8100
www.scootersofloidi.com
- ☐ Wine & Roses Restaurant
2505 W. Turner Rd, Lodi
209-334-6988
www.wineroses.com

HOTELS/MOTELS

- 32** Best Western - Royal Host Inn
710 S. Cherokee Ln, Lodi
209-369-8484
www.bestwestern.com
- 33** Best Western - I-5 Inn & Suites
6411 W Banner Rd, Lodi
209-367-3000
www.bestwestern.com
- 34** Budget Inn
917 S. Cherokee Ln, Lodi
209-369-1091
- ☐ Del Rancho Motor Inn
501 N Cherokee Ln, Lodi
209-368-5348
- ☐ Economy Inn
1100 S Cherokee Ln, Lodi
209-368-3778
- ☐ El Rancho Motel
603 N Cherokee Ln, Lodi
209-368-0651
- 38** Hampton Inn & Suites
1337 S Beckman Rd, Lodi
www.hamptoninn.com
209-369-2700
- ☐ Holiday Inn Express
1337 E Kettleman Lane
Lodi CA 95240
209-210-0150
www.hiexpress.com/lo-di-ca
- 40** Lodi Inn
1140 S Cherokee Ln, Lodi
209-334-6422
www.lodiinn.com
- ☐ Microtel Inn & Suites
6428 W Banner St, Lodi
209-367-9700
www.microtelinn.com
- 42** Modern Motor Lodge
1050 S Cherokee Ln, Lodi
209-333-8844
- ☐ Quality Inn
118 N Cherokee Ln, Lodi
209-367-4848
www.qualityinn.com
- 44** Rancho Grande Motel
807 S Cherokee Ln, Lodi
209-334-3303
- 45** Viking Motel
815 S Cherokee Ln, Lodi
209-369-6229
- 46** Wine & Roses Hotel
2505 W Turner Rd, Lodi
209-334-6988
www.wineroses.com
- ☐ Wine Country Inn
607 S Cherokee Ln, Lodi
209-368-2707

LODI

VACATION PLANNER

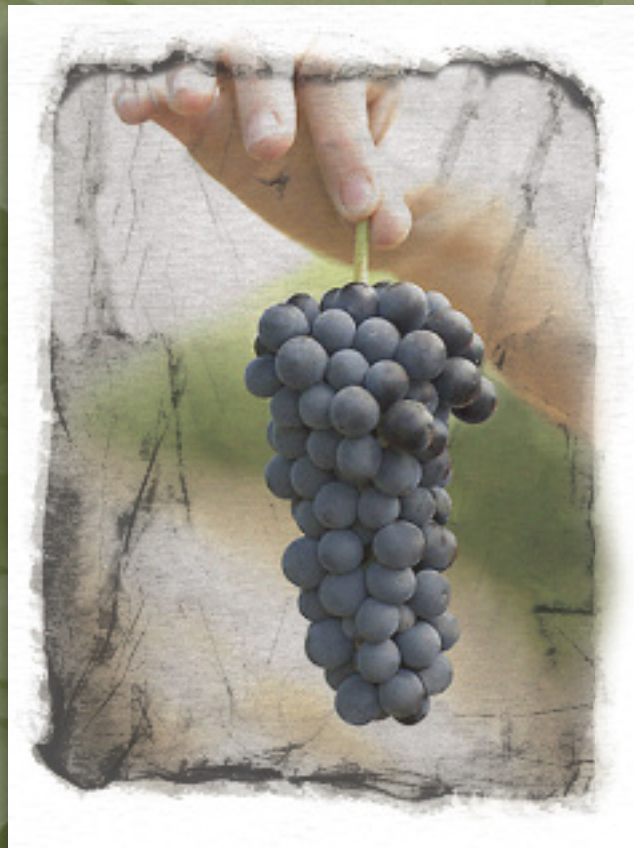


DISCOVER SOMEPLACE SPECIAL

visitlodi.com

A publication of the Visit Lodi! Conference and Visitors Bureau

True to Our Roots.



Welcome and Wine ...	2
Wineries	8
Wine Map	9
Weddings	21
Events	22
Attractions	24
Dining	26
Downtown	28
Meet in Lodi	29
Lodging	30
Transportation	34

One thing is for sure, Lodi is known for its award-winning wines and genuine hospitality.

Stop signs outnumber stoplights. Trees outnumber cell towers. Vineyards easily outnumber suburbs. It isn't that Lodi couldn't grow; it simply chose to stay true to its roots.

This is a town where people live. Not for weeks or months. But for generations. Wine grape growers farm sustainably to preserve the land for their children and their children's children. It is not uncommon to find 4th or 5th generation wine grape growers in the tasting rooms because Lodi is the kind of place where the growers enjoy pouring a glass and sharing their creation.

Lodi is a place where visitors are welcome. To taste the wine, visit the museums, spy on the birds, explore the Mokelumne River, or just simply relax and stroll in our historic shopping district. One thing is for sure, Lodi is known for its award-winning wines and genuine hospitality.

This planner will give a taste of what's in store for you in Lodi. But, like a fine wine, the label reveals only so much. It's more fulfilling to actually experience it, firsthand.

This is Lodi. Discover someplace special.

Cover photo: John Lee/Aurora

Background photo, opposite: Vintage Roadside

Photos courtesy lodigov

LODI—MOMENTS IN HISTORY

1906—San Joaquin County Board of Supervisors declared Lodi duly incorporated as a municipal corporation.



1907—Lodi's population exceeded 2,000; the mission-style arch was built at Pine and Sacramento Streets at a cost of \$500; the Tokay Carnival was held to "advertise to the world the beauty and value of the Tokay grape."

1919—The original A&W Root Beer set up shop.



1928—The \$70,000, two-story, brick Italian Renaissance-style City Hall at 221 W. Pine St. was dedicated; the City paid cash for the building and furnishings.

Good, from the Ground up.



It's amazing how well you get to know a wine when you can converse with the person who created it.



visitlodi.com



visitlodi.com



It's the soil that makes this region so special. The grapes, originally the Tokay variety and now the zinfandel (among many others), love this loamy dirt, which is blessed with the perfect amount of sand so water drains just right. This earthy recipe allows the fruit to grow not too fast, not too slow.

Just as the grapes are smitten with the special soil, we think you'll find Lodi a particularly friendly place. For a town of fewer than 70,000 people, there's an expansive list of activities to immerse yourself in. Exploring nature. Golfing. Shopping and dining downtown. Arts. Theater. Museums. And then there's the wine.

Ahhh, yes, the wine. It's true that Lodi produces more wine grapes than those two other California towns. Combined. But what's more important is that success hasn't gone to our heads. The winemakers, the *actual* winemakers—often a 3rd or 4th generation grape grower—still talk wine with their guests. Pop open a bottle, pour it into a glass, sip, chat, repeat. It's amazing how well you get to know a wine when you can converse with the person who created it.

LODI—A HISTORY OF FAMILY WINERIES

1860s—The Phillips family's Great Great Grandfather Andrew Harshner and his wife Lucille homesteaded 160 acres near the town of Lodi, following the Civil War. Today, Michael and David Phillips, of Michael-David Winery, represent the fifth generation of growers in Lodi with 650 acres of premium wine grapes.

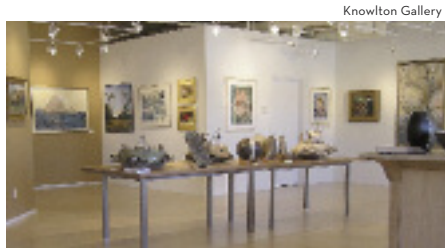
Michael-David Winery



1907—George Mettler's great grandfather first purchased the Harney Lane land, and his grandfather planted its first vineyard. George has been farming essentially all his life. Today at Harney Lane Winery, they have charge over every element of the winemaking process, from the vineyard to the barrel to the bottle.

1920—Congress enacted prohibition. Although some farmers pulled up vines to plant other crops, the wine industry in Lodi continued to thrive.

1934—The First Lodi Grape Festival was held; 5,686 carloads of grapes were said to be shipped from Lodi that year.



Knowlton Gallery



Clay McLachlan/Aurora



Lodi Grape Festival/visitlodi.com

More than 80 wineries bottle their gifts here. Together, they produce more than 450 labels boasting Premium Lodi Appellation wines. Some are familiar names from the market shelves. Mondavi's Woodbridge. Delicato. Talus. Others, like Michael~David, Berghold, Van Ruiten, Klinker Brick, Abundance, Grands Amis, Harney Lane and Macchia, for instance—are favorably ensconced in racks of respected wine sellers across the U.S.

What is practically universal here is the winemakers' desire to share with guests. At last count, there were 45 tasting rooms. Several offer private appointment-only tastings and banquet facilities for large parties, weddings or corporate gatherings. And you'll find many have outdoor picnic areas for enjoying the wine, noshing on your favorite delicacies, all the while basking in the fine weather and farm-fresh surroundings.

LODI—A HISTORY OF FAMILY WINERIES

1950s—Randy Randolph, with the help of his wife Charlotte (Peirano), continued the family lineage in the vineyard business. Their young son Lance—present day owner of Peirano Estate Vineyards—was by their side, learning at the age of four the art of winemaking. By the age of six, Lance was driving tractors.



Peirano Estate Vineyards

1956—The Federal Government officially recognized Lodi as a wine grape growing district, allowing vintners to label their wines as originating in Lodi.

1966—Third generation Steve Borra and wife, Beverly, bought the remaining 30 acres of the original, now 100-year-old farm. After a decade of success, he formally started Borra Vineyards.

1979—Robert Mondavi bought the land and historic buildings on Woodbridge Road to turn into Woodbridge Winery—one of the largest table wine labels in the nation.

1983—The first annual Delicato Charity Grape Stomp, an outgoing community tradition celebrating old-world winemaking, took place.



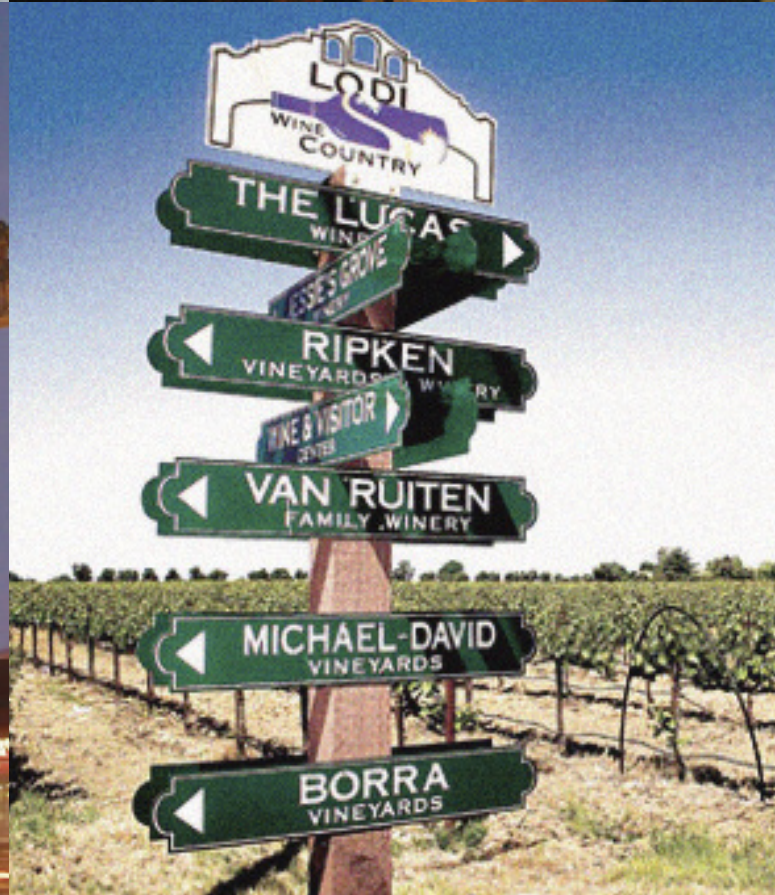
J. Hamilton



Cellar Door



J. Hamilton



Brian Feulner/News-Sentinel

History on the Vine.



The climate and soil are so just-right that the Lodi Appellation was conferred upon the region in 1986.

A few opinions exist on how Lodi came by its name. Some have suggested the town was named in honor of Lodi, a local, fast-trotting horse that set an impressive four-mile record. Another camp says it was monikered after Lodi, Italy, the Mediterranean city where Napoleon celebrated his first victory over the Austrians. And then there are those who swear Lodi, Illinois is its namesake.

Whichever story you stand by, the fact remains clear that in 1874 Mokelumne (or Mokelumne Station) became Lodi, California.

Since its inception, the town has been a farming community, supported by a host of close-knit, farmer-friendly businesses and diversions.

Grapes have pretty much been at the heart of Lodi's growth. There was a time when watermelons and grains were part of the harvest. But it's Lodi's distinctive loamy soil and cool delta breeze that make grapes grow so richly. In fact, the climate and soil are so just-right that the Lodi Appellation was conferred upon the region in 1986. The designation is a purple badge of honor that's increasingly being seen in greater numbers on store shelves around the country.

Throughout its history, the town and its grapes have grown up together. Initially, the Tokay variety of table grapes pushed Lodi into national prominence. The fruit also made a passable wine, as well as sherry and ports, and distilled nicely into brandy.

Following the repeal of the Prohibition Act, however, Lodi truly came into its own. As American palates matured and their tastes shifted from dessert and table wines to more sophisticated inclinations, zinfandel production (along with other varietals) soon outpaced the Tokay.

Today, over 90,000 acres of zin, chardonnay, sauvignon blanc, viognier, syrah, merlot and cabernet sauvignon are harvested, carrying on a tradition that's been in place in Lodi for almost 140 years.

Background photo (Watt's Vineyard) visitlodi.com. Inset courtesy lodi.gov.

LODI—MOMENTS IN HISTORY

1980—Locals Michael Crete and Stuart Bewley introduced their California Cooler, the nation's first wine cooler.

1998—Hutchins Street Square's final project, the Performing Arts Theater and Conference Center, was completed.

Hutchins Street Square



1999—Lodi Station featuring the renovated Southern Pacific Railroad station building was dedicated; population reached 55,800.



2001—The Lodi Arch Bear was rededicated on June 14 after being restored and given a 23-karat, gold-leaf finish.

2002—Council adopted a resolution designating the "Rose" as the official flower of the City of Lodi.

Winery List

Area code (209), unless otherwise noted.

Preferred Wineries:

Abundance Vineyards #1
1150 W. Turner Rd., Lodi
334-0274 abundancevineyards.com
Tasting Room Hours: Mon-Sun,
11 a.m. to 6 p.m.

Berghold Vineyards and Winery #2
17343 N. Cherry Rd., Lodi
333-9291 bergholdvineyards.com
Tasting Room Hours: Thurs-Sun,
11 a.m. to 5 p.m. and by appointment.

Borra Winery #3
1301 E. Armstrong Rd., Lodi
368-2446 borrawinery.com
Tasting Room Hours: Fri-Sun,
12 to 5 p.m. Mon-Thurs by appt. only.

Grands Amis Winery #4
115 N. School St., Ste. 5, Lodi
369-6805 grandsamis.com
Tasting Room Hours: Fri-Sun,
1 to 5 p.m. and by appointment.

Harney Lane Winery #5
9010 E. Harney Lane, Lodi
365-1900 harneylane.com
Tasting Room Hours: Thurs-Sun, 12 to 5 p.m.
and by appointment.

Lodi Wine and Visitor Center #6
2545 W. Turner Rd., Lodi
365-0621 lodiwine.com
Tasting Room Hours: Daily, 10 a.m. to 5 p.m.

Macchia #7
7099 E. Peltier Rd., Acampo
333-2600 macchiawines.com
Tasting Room Hours: Thurs-Mon
11 a.m. to 5 p.m.

Michael-David Vineyards #8
4580 W. Hwy. 12, Lodi
368-7384 lodivineyards.com
Tasting Room Hours: Daily, 10 a.m. to 5 p.m.

Peirano Estate Vineyards #9
21831 N. Hwy. 99, Acampo
369-9463 peirano.com
Tasting Room Hours: Sat-Sun,
11 a.m. to 5 p.m.

Stama: Kapiniaris Vineyards #10
12470 Locke Rd., Lockeford
727-3314 stamawinery.com
Tasting Room Hours: Mon, Wed, Thurs,
11 a.m. to 5 p.m. and Fri, Sat, Sun.,
11 a.m. to 5:30 p.m.

Woodbridge by Robert Mondavi #11
5950 E. Woodbridge Rd., Acampo
365-8139 woodbridgewines.com
Tasting Room Hours: day from 10:30
a.m. to 4:30 p.m. Free public tours at
9:30 a.m. and 1:30 p.m. every day.

Viaggio Estate & Winery #12
100 E. Taddei Rd., Acampo
368-1378 viaggiowinery.com
Tasting Room Hours: Fri-Sat,
12 to 8 p.m., Sun, 12 to 6 p.m.

Other Wineries:

Benson Ferry Vineyards #13
112 West Pine St., Lodi
365-6622 bensonferry.com

Boitano Family Wines #14
12470 Locke Rd., Lockeford
727-3270 boitanofamilywines.com

Campus Oaks/Gnekow Family Winery #15
17347 E. Gawne Rd., Collegeville
463-0697 gnekowwinery.com

Cellardoor #16
21 N. School St., Lodi
339-4394 lodicellardoor.com

Clements Ridge #17
23225 E. Hwy. 88, Clements
759-3850 clementsridge.com

Cosentino Winery #18
3750 E. Woodbridge Rd., Acampo
333-8014 cosentinowinery.com

Dancing Fox Winery and Bakery #19
203 S. School St., Lodi
366-2634 dancingfoxwinery.com

d'Art Winery #20
13299 Curry Ave., Lodi
334-9946 dartwines.com

Delicato Family Vineyards #21
12001 S. Hwy. 99, Manteca
824-3501 delicato.com

Harmony Wynelands #22
9291 E. Harney Lane, Lodi
369-4184 harmonywynelands.com

Heritage Oak Winery #23
10112 E. Woodbridge Rd., Acampo
986-2763 heritageoakwinery.com

Housley's Century Oak Winery #24
22211 N. Lower Sacramento Rd., Acampo
334-3482 centuryoakwinery.com

Jessie's Grove Winery #25
1973 W. Turner Rd., Lodi
368-0880 jgwinery.com

Klinker Brick Winery #26
15887 N. Alpine Rd., Lodi
333-1845 klinkerbrickwinery.com

Lodi Wine Cellars #27
112 W. Pine St., Lodi
365-6622 lodiwinecellars.com

M2 Wines #28
1376 E. Turner Rd., Ste. D, Lodi
339-1071 m2wines.com

McConnell Estates #29
10686 W. Stockton Blvd., Elk Grove
916-685-5368 mcconnellestates.com

McCormack Williamson Winery #30
3125 E. Orange St., Acampo
368-1473 www.mwwinery.com

Miramont Estate Vineyards #31
24837 E. Milton Rd., Linden
887-3860 miramontestate.com

Mokelumne Glen Vineyards #32
139 S. Guild Ave., Ste. 102, Lodi
369-5755 mokelumneglen.com

Mokelumne Oaks Vintners #33
12470 Locke Rd., Lockeford
339-3754 mokelumneoaksvintners.com

Oak Ridge Winery #34
6100 E. Hwy. 12, Lodi
369-4758 oakridgewinery.com

Omega Cellars #35
13731 N. Hwy. 88, Lodi
367-1910 omegavineyardsandwinery.com

Pasos Vineyards #36
12470 Locke Rd., Lockeford
727-3153 pasoswinery.com

Ripken Vineyards & Winery #37
2472 W. Sargent Rd., Lodi
367-WINE ripkenwine.com

Siqueira Wine Company #38
220 S. Cluff Ave., Lodi
800-769-8491 siqueirawine.com

Spencer Winery #39
17303 N. DeVries Rd., Lodi
367-0467

St. Amant Winery #40
1 Winemaster Way, Lodi
367-0646 stamantwine.com

St. Jorge Winery #41
22769 N. Bender Rd., Acampo
365-0202 stjorgewinery.com

Stone Garden Vineyards #42
12470 Locke Rd., Lockeford
727-9770 stonegardenvineyards.com

The Coliseum #43
12470 Locke Rd., Lockeford
747-7733 thegreatcoliseum.com

The Lucas Winery #44
18196 N. Davis Rd., Lodi
368-2006 lucaswinery.com

Vicarmont Vineyards & Winery #45
16475 N. Locust Tree Rd., Lodi
481-3386 vmvineyards.com

Van Ruiten Family Winery #46
340 W. Hwy. 12, Lodi
334-5722 vrwinery.com

Vino Con Brio #47
7889 E. Harney Lane, Lodi
369-5392 vinoconbrio.com

Watts Winery #48
12470 Locke Rd., Lockeford
794-2871 wattswinery.com

Woodbridge Uncorked #49
18911 N. Lower Sacramento Rd.,
Woodbridge
365-7575 woodbridgeuncorked.com

Without Tasting Rooms

Akin Estates
1151 Heidelberg Way, Lodi
333-8115 akinstates.com

Barsetti Vineyards
27292 N. Cherokee Lane, Lodi
369-4902 barsettivineyards.com

Baywood Cellars
5573 W. Woodbridge Rd., Lodi
334-0445 baywood-cellars.com

Bear Creek Winery
11900 N. Furry Rd., Lodi
368-3113

Bokisch Vineyards
P.O. Box 335, Victor
334-4338 bokischvineyards.com

E2 Family Winery
9009 W. Hwy. 12, Lodi
334-5911 e2familywinery.com

LangeTwins Winery
1525 E. Jahant Rd., Acampo
334-9780 langetwins.com

Lobo Loco Winery
10497 Alta Mesa Rd., Wilton
916-687-4767 lobolocowines.com

Maley Brothers
549 W. Woodbridge Rd., Lodi
327-5597

Mettler Family Vineyards
P.O. Box 403, Victor
888-509-5969 mettwine.com

Pantheon Cellars
2715 W. Kettleman Ln., Ste. 203-101, Lodi
888-952-4288 panthos.com

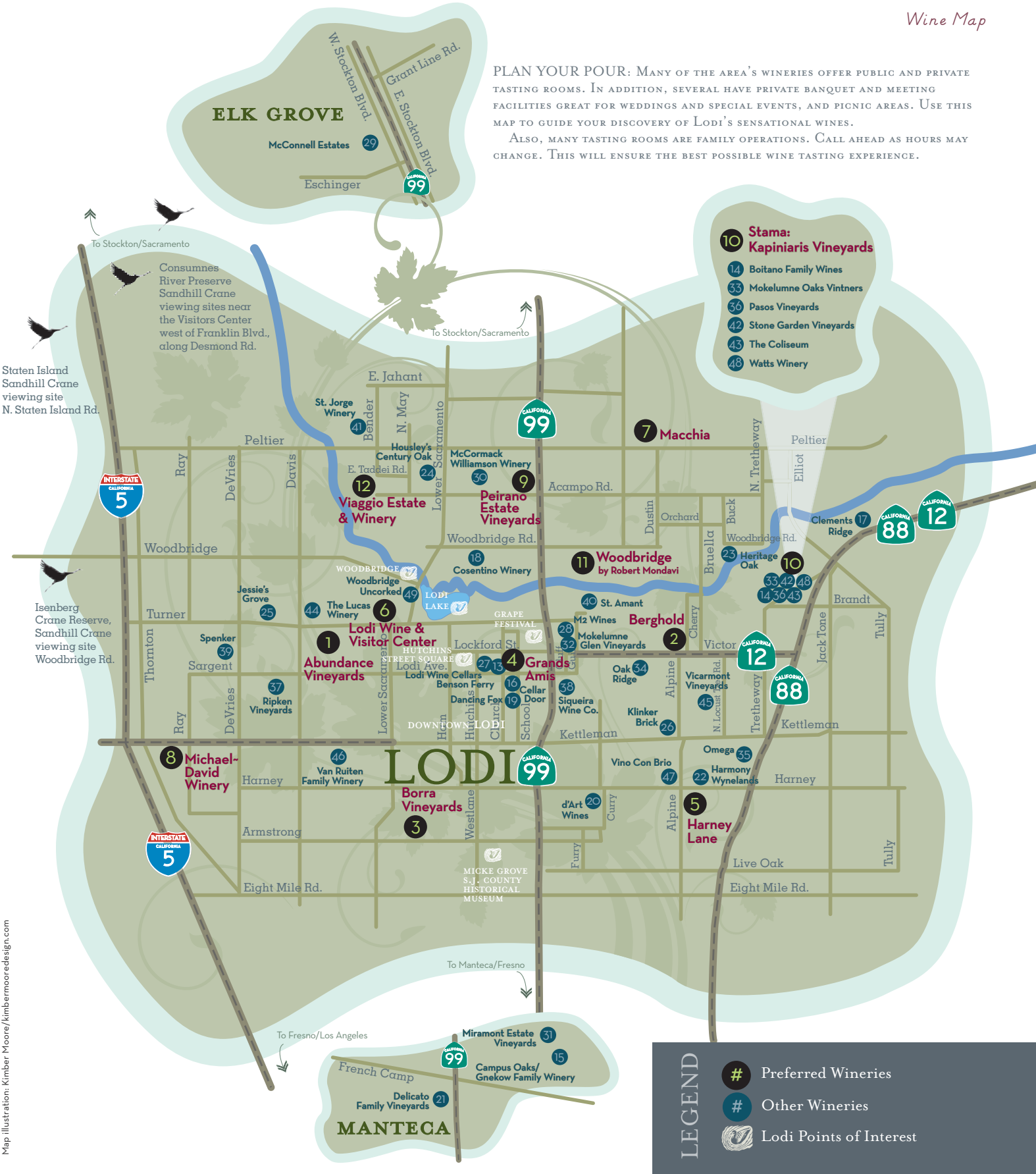
Peltier Station
22150 N. Kennefick Rd., Acampo
367-4882 peltierstation.com

River Bluff Cellars
19333 N. Buck Rd., Acampo
334-4274 riverbluffcellars.com

Talus Cellars/Turner Road Vintners
4614 W. Turner Rd., Lodi
334-8800 taluscollection.com

Trimble Estates
10675 Valensin Rd., Galt
744-0992 trimble-estates.com

Weibel Family Vineyards & Winery
1 Winemaster Way, Lodi
365-9463 weibel.com



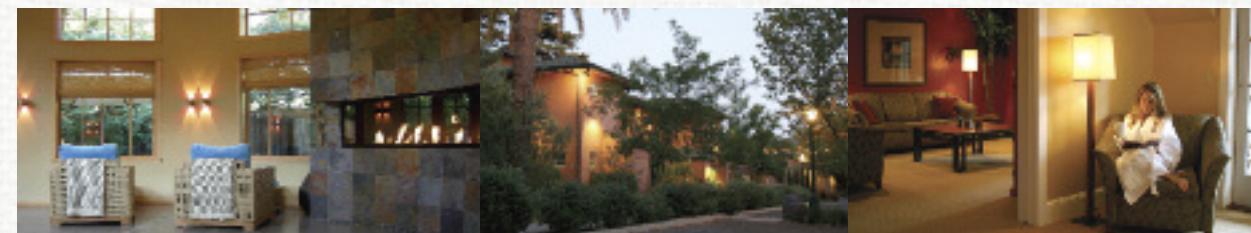


Wine & Roses Hotel. Restaurant. Spa.

As the innovative leader in hospitality and culinary excellence, we are driven by passion and commitment to provide an unparalleled experience in distinctive surroundings that nurtures well being and creates lifelong memories.



86 GUEST ROOMS/SUITES.
EXQUISITE WEDDINGS
AND MEETINGS/EVENTS.
AWARD-WINNING RESTAURANT
AND LOUNGE WITH LIVE
PIANO MUSIC.
PRIVATE DINING.
RESORT SPA AND FULL-
SERVICE AVEDA SALON.
RETAIL BOUTIQUE WITH
UNIQUE GIFTS,
SPA & SALON PRODUCTS.
OUTDOOR POOL.
WELL-APPOINTED
FITNESS CENTER.
COMPUTER CENTER.



The Wine & Roses experience is a blend of celebrated cuisine and premium resort service. Enjoy the rustic luxury of our award winning accommodations; savor exceptional cuisine in the restaurant or private dining areas, experience tranquility in our state-of-the art spa, relax in one of our 86 hotel rooms or suites, share life's finest moments with friends and loved ones at one of the many Wine & Roses events.

With over twenty years of wedding experience, Wine & Roses is the perfect choice for an exquisite wedding. Nestled among acres of botanical gardens, we provide flawless attention to detail for every facet of a wedding, from grand receptions to intimate ceremonies.

We offer over 7,000 sq. ft. of versatile meeting space complete with the finest cuisine, audio-visual equipment, business services, computer center as well as total meeting/event coordination. We extend group rates for guest rooms and spa services for the corporate executive to relieve stress. If you prefer to have your event in the privacy of your own home, at one of Lodi's finest wineries, or at any other delightful location, we offer complete off-premise catering and you're assured the finest quality food, outstanding gracious service and the superb attention to detail you expect from Wine & Roses.



WINE & ROSES
HOTEL ■ RESTAURANT ■ SPA



Wine & Roses is located at 2505 W. Turner Road in Lodi, CA 95242

For reservations, contact us at 209-334-6988

For a complete menu of services and information about upcoming events and promotions, visit our website at winerose.com



Michael~David Winery

Our winery, café and fruit stand were constructed in 1975 to serve as the main hub of Phillips Farms.

The historic building now welcomes guests into our family operation.

A knowledgeable, friendly staff assists visitors with an expansive list of our wines.

Come and enjoy the Farm Café's daily specials.



THE PHILLIPS FARM

FRUITSTAND CAFÉ FEATURES:

A WINE TASTING BAR

FRUIT STAND AND GROCERY

FRESH-CUT FLOWER GARDEN

FRESH-BAKED GOODS

LOCALLY-GROWN PRODUCE

SEASONAL PUMPKIN PATCH

DAILY CAFÉ SPECIALS



MD

“Michael” and “David” are Michael and David Phillips, brothers whose family has farmed fruits and vegetables in the Lodi region since the 1850s, cultivating wine grapes for nearly a century.

Michael and David constitute the fifth generation of grape-growers in the Phillips family, with Michael's son Kevin, the winery's V.P. of Operations, continuing the tradition into the sixth generation.

The family continues to emphasize the importance of quality wines with unique and fun labels. Winemakers, Adam Mettler and Derek DeVries, specialize in producing Lodi's famous Old Vine Zinfandels as well as Rhone varietals such as Viognier and Syrah for Michael~David Winery.

The grapes used to create their wines are all part of the Lodi Appellation, the largest premium wine region in California, comprising over 100,000 acres and supporting over 70 wineries.

With canny personalities and creative minds, Michael and David direct their focus on the philosophy that wines should be approachable and fun, hence the unique labels such as 7 Deadly Zins®, Earthquake®, Incognito®, and 6th Sense Syrah®. Each label has a mysterious, fun or humorous story about how it obtained its name.

MICHAEL~DAVID
FAMILY OF WINES



Michael~David Winery and Phillips Farm Fruitstand Café hours are 7:30 a.m. to 5 p.m. daily.
4580 W. Hwy. 12, Lodi, CA 95242

888-707-WINE MichaelDavidWinery.com



Viaggio on the River—Estate & Winery

Viaggio on the River is proud to present VINO DI VITA for you to come and enjoy. Now open Friday through Sunday. From the moment you enter the parking lot you will be welcomed by music and a beautiful patio.



VIAGGIO ON THE RIVER
BOASTS A LARGE SELECTION
OF WINES INCLUDING THE
SOON-TO-BE-RELEASED
ANCIENT VINE ZINFANDEL:
DERIVED FROM 8 OF LODI'S
100- TO 120-YEAR-OLD
VINEYARDS. MULTIPLE
COOPERAGES OF FRENCH
AND AMERICAN OAK ACCENT,
THIS WINE'S VARIETAL SPICE
IMPARTING VANILLA
AROMATICS, DARK BERRY
NOTES, SUPPLE MOUTH FEEL
AND CREAMY TANNINS.



All photos by Diana Miller

Welcome to Viaggio, a unique 23-acre estate of vineyards and walnut orchards located on the Mokelumne River in the central California wine country. Prepare to be enraptured by timeless elegance imbued with old world charm. The Viaggio Journey begins the moment you enter the wrought iron gates.

The scent of fresh flowers, the symphony of water and music, and enchanting visions of shadows dancing through the olive trees are but a few of the treats in store. This is the perfect location for wine tasting, a stroll by the river, or grabbing a glass of wine and sitting on Mainstreet—our long, cobblestoned pathway.

The roaring fireplace invites you to an expansive outdoor patio where you can enjoy live entertainment during seasonal months.

All this makes for the perfect location to host your next wine dinner, corporate, fundraising or wedding event. We look forward to you experiencing your journey with Viaggio. Ciao!

VIAGGIO
ON THE RIVER
ESTATE & WINERY



Tasting Room hours are Friday through Saturday, 12 to 8 p.m.

Sunday, 12 to 6 p.m.

100 E. Taddei Rd., Acampo, CA 95220

209-368-1378 viaggiowinery.com



Berghold Estate Winery

Welcome to Northern California's newest wine destination winery. Allow at least two hours to enjoy this unique experience and the fine estate wines.

The Berghold winery and tasting room is architecturally designed with the look and feel of an elegant, updated, romantic Victorian California barn. Designed around Joe and Kay Berghold's vast collection of American Victorian antiques and art, the winery combines the new with the old and boasts stunning interior and exterior features that are superior in quality and style.

The Berghold family name has been traced to the 1600s in Austria when it meant "vineyard workers." This ancestral fact may explain the Berghold family's passionate pursuit to produce only the finest wine grapes and estate wines.



PREMIUM ESTATE WINES.
EXQUISITE ANTIQUES,
FACILITIES AND GARDENS.
FINE GIFT BOUTIQUE.
WINE CLUB AND TOURS.
CORPORATE EVENTS.
INTIMATE WEDDINGS.



Tasting Room hours are Thursday through Sunday, 11 a.m. to 5 p.m. and by appointment. A \$7 per person tasting fee is refunded with any wine purchase.
17343 N. Cherry Rd., Lodi, CA 95240

209-333-9291 www.BergholdVineyards.com



Borra Vineyards

Borra Vineyards traces its roots in Lodi back three generations, and the roots go even further back to a small town in Italy.

Stephen J. Borra is owner and winemaker for Borra Vineyards. Stephen J. began making wine for his family in 1967, and the results were quite good. After nearly a decade of success, Steve formally started Borra Vineyards. The winery was bonded in 1975, producing Barbera and Carignane wines from their grapes in Lodi. Today, the winery is still located at the Armstrong Road ranch site. We have available a wide variety of wines to please the most wine savvy consumer, from Chardonnay and Viognier to Zinfandel, Syrah and beyond.



TO ACHIEVE OUR GOAL, WE
EMPLOY THE MOST PROGRESSIVE
VITICULTURAL PRACTICES,
HARVEST AT PEAK MATURITY,
AND PRACTICE TRADITIONAL
WINEMAKING TECHNIQUES.



Tasting Room hours are Friday through Sunday, 12 to 5 p.m. Monday through Thursday by appointment only.
Private Tours and Facility Rental Available.
1301 E. Armstrong Rd., Lodi, CA 95242

209-368-2446 BorraVineyards.com

A Must See!
Open Daily 10am - 5pm

DISCOVER *Lodi!*

Come to Lodi Wine Country – where wine is entertainment!
Explore our interactive exhibits... learn how great grapes are grown and fine wine is made. Become an expert in the art of matching food and wine! Visit Lodi Wine Country – California's newest fine wine Region!

DISCOVER LODI!
WINE & VISITOR CENTER

2545 W. Turner Road
Lodi, California 95242
209-365-0621
www.lodiwine.com



Grands Amis

*Experience the Passion
for yourself*



OUR TASTING ROOM IN DOWNTOWN LODI IS CELEBRATING ITS 4TH ANNIVERSARY. NEW WINES FROM OUR WINEMAKER, NOW AVAILABLE DIRECTLY FROM GRANDS AMIS.

Grands Amis means "Great Friends." Our philosophy at Grands Amis is simple: great wine is meant to be shared with "great friends." The quest for excellence begins in the vineyard and ends only when we can present our exceptional wine to you.



Downtown Lodi's 1st Tasting Room — Open Friday through Sunday, 1 to 5 p.m.
115 N. School St., Lodi, CA 95240

209-369-6805 grandsamis.com

Abundance Vineyards



MAY THROUGH NOVEMBER—LIVE MUSIC AND TASTING EVENTS. BRING A PICNIC DINNER, YOUR CLOSEST FRIENDS AND DANCING SHOES FOR AN ABUNDANTLY GOOD TIME!



More than a decade ago, the Mencarini family's passion for wine brought about their desire to produce fine wines at a remarkable value.

Today, Abundance Vineyards produces nine wines, seven different varietals, and has a long list of awards applauding their wine-making artistry. Each and every grape that goes into an Abundance wine is from vines that were planted and tended by the loving and capable hands of the Mencarini family to bring you abundantly excellent wines.

VOTED "2010 WINERY OF THE YEAR" BY VISIT LODI! CONFERENCE AND VISITORS BUREAU.
Tasting Room hours are Monday through Sunday, 11 a.m. to 6 p.m.
1150 W. Turner Rd., Lodi, CA 95242

209-334-0274 AbundanceVineyards.com

Harney Lane Winery



Love. Laughter. Family. These are the three main ingredients we pour into every bottle of Harney Lane wine. Welcome to a New Tradition. For a delicious taste of love, laughter, and family tradition, we invite you to visit us at Harney Lane Winery.



AWARD-WINNING WINES, SPECIAL GIFT SELECTION AND BEAUTIFUL PICNIC AREAS. FIRST VINES PLANTED IN 1907.

Tasting Room hours are Thursday through Sunday, 12 to 5 p.m. and by appointment.
9010 E. Harney Lane, Lodi, CA 95240

209-365-1900 harneylane.com

Macchia Wines



LODI'S LARGEST
SELECTION
OF VINEYARD-
DESIGNATED
ZINFANDELS.

*I*t's All Good!
In Italian, "Macchia" means "the spot." In Lodi, Macchia Winery has been earning a reputation as a spot where discriminating vino buffs can find small lots of high-quality vintages—at very reasonable prices.

Tasting Room hours are Thurs. — Mon., 11 a.m. to 5 p.m.
Enjoy Great Wines, Bocce Ball, Horseshoes and Picnic Grounds.
7099 E. Peltier Rd., Acampo, CA 95220
209-333-2600 MacchiaWines.com

Peirano Estate Vineyards



PLANTED IN THE
LATE 1800S
JUST 30 MILES
SOUTH OF
SACRAMENTO

*W*inery Direct to Customers
Wholesale Wine Prices. \$72 per case of
12 bottles. Mix and Match your favorite
varietals. Hand-crafted boutique wines.

Tasting Room hours are Sat. — Sun., 11 a.m. to 5 p.m.
Free Wine Tasting.
21831 N. Hwy 99, Acampo, CA 95220
209-369-9463 www.peirano.com

Stama Winery

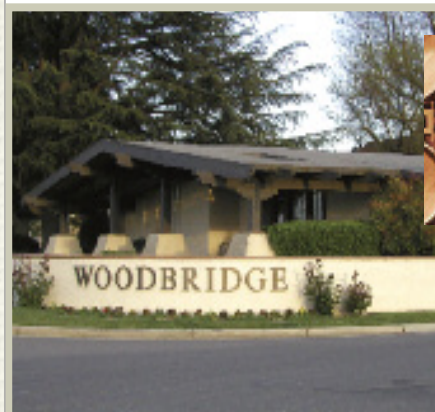


FROM KORONI,
GREECE TO LODI,
CALIFORNIA
STAMA WINE.
NEW LOCATION
SPRING 2011.

*A*ward-winning wine.
The Kapiniaris family has a wine grape growing
heritage that stretches back five generations to the
vineyards of Southern Greece.

Tasting Room Hours: Mon, Wed, Thurs: 11 a.m. to 5 p.m.
Fri, Sat, Sun: 11 a.m. to 5:30 p.m.
12470 Locke Rd., Lockeford, CA 95237
209-727-3314 stamawinery.com

Woodbridge by Robert Mondavi



ESTABLISHED IN 1979
TOURS
TASTING BAR
GIFT SHOP
DELI
PICNIC GROUNDS

*E*very table deserves the Joy of great wine!
Having grown up in Lodi, Robert Mondavi knew the region
was ideal for growing wine grapes. He founded Woodbridge
to create great tasting, approachable wines that American
families could pair with their meals every day.

Tasting Room Hours: Daily 10:30 a.m. to 4:30 p.m.
5950 East Woodbridge Rd., Acampo, CA 95220
209-365-8139 woodbridgewines.com



Viaggio/Diana Miller

Berghold Vineyards

AFFAIRS OF THE HEART.

Fields of colorful flowers, a patch of sunlight on a rolling river or winding green vines dripping with young grapes, these are just a few of the possible backdrops for a dream Lodi wedding, or special celebration.

Many wineries offer wedding and special event packages for both indoor and outdoor celebrations. Visit our website at vistlodi.com for a complete list of venues available to host your wedding or special event.



visitlodi.com



Lodi Street Faire, visitlodi.com



A Taste of Lodi, visitlodi.com

A Full-Bodied Calendar.

Lodi is a busy place. There’s something happening virtually every weekend. Events are often wine related and may involve live jazz, culinary delights, Sandhill Cranes and more. For a complete list of events and happenings, go to **visitlodi.com**.

Area code (209), unless otherwise noted.

February:

Wine & Chocolate Weekend
Lodi Wine & Visitor Center
365-0621
lodiwineandchocolate.com

Lodi Home & Garden Show
Lodi Grape Festival Grounds
369-2771, grapefestival.com

March:

Spring Wine Show
Lodi Grape Festival Grounds
369-2771, grapefestival.com

Annual Spring Art Show
Lodi Community Art Center
333-3855, lodiartcenter.org

April:

School Street Wine Stroll
Lodi Chamber of Commerce
367-7840, lodichamber.com

May:

Lodi Street Faire
Lodi Chamber of Commerce
367-7840, lodichamber.com

ZinFest
Lodi Wine & Visitor Center
365-0621, zinfest.com

June:

Art on the Square
Lodi Arts Commission
333-5511, lodiarts.org

Downtown Farmers Market
(June-September)
Downtown Lodi Business
Partnership
369-8052, downtownlodi.com

Groovin’ In the Grove
Summer Concert Series
Jessie’s Grove Winery
368-0880
jessiesgrovewinery.com

Lodi Street Rod Show
Lodi Grape Festival
369-2771, grapefestival.com

July:

4th of July at the Lake
Lodi Parks & Recreation
333-6742, www.lodi.gov

Summer Fest
Lodi Memorial Hospital
Foundation
339-7582, lmhfoundation.org

Downtown Farmers Market
(June-September)
Downtown Lodi Business
Partnership
369-8052, downtownlodi.com

August:

Downtown Farmers Market
(June-September)
Downtown Lodi Business
Partnership
369-8052, downtownlodi.com

“Stuck in Lodi” Car Show
Downtown Lodi Business
Partnership
369-8052, downtownlodi.com

September:

Downtown Farmers Market
(June-September)
Downtown Lodi Business
Partnership
369-8052, downtownlodi.com

Grape Festival & Harvest Fair
Lodi Grape Festival
369-2771, grapefestival.com

Taste of Lodi
Visit Lodi! Conference &
Visitors Bureau
365-1195, tasteoflodi.com

October:

Lodi Street Faire
Lodi Chamber of Commerce
367-7840, lodichamber.com

School Street Wine Stroll
Lodi Chamber of Commerce
367-7840, lodichamber.com

Treasure Island WineFest
(San Francisco)
Lodi Wine & Visitor Center
365-0621, tiwinefest.com

Downtown Trick-or-Treat
and Fall Festival
Downtown Lodi Business
Partnership
369-8052, downtownlodi.com

November:

Sandhill Crane Festival
800-581-6150,
cranefestival.com

The First Sip Wine Weekend
Lodi Wine & Visitor Center
365-0621, firstsiplodi.com

December:

Festival of Trees
San Joaquin County Historical
Museum
331-2055,
sanjoaquinhistory.org

Parade of Lights
Downtown Lodi Business
Partnership
369-8052, downtownlodi.com

Downtown Lodi WinterFest
Downtown Lodi Business
Partnership
369-8052, downtownlodi.com

Zoo Lights
Micke Grove Zoo
331-2010, mgzoo.com

See the event calendar at
VisitLodi.com for additional
details.

Visit San Joaquin County Parks



Micke Grove Regional Park

Micke Grove Zoo
Japanese Garden, rentals,
picnics, water features & more

Oak Grove Regional Park

Oak Grove Lake
Nature Center, rentals,
paddleboats, fishing & more





They're back...and they're hungry!
Lorikeets! Now through Oct. 3 at 

S.J. County Parks 11793 N. Micke Grove Rd.
(Off Highway 99 @ Armstrong Rd. in Lodi)
Park office (209) 331-7400 www.mgzoo.com



WORLD of WONDERS

SCIENCE MUSEUM



HANDS-ON discovery FOR ALL AGES!

a great location for
field trips & birthday parties!

Open Saturday and Sunday 10am-6pm,
check website for seasonal hours.
www.WOWScienceMuseum.org
209-368-0969
2 North Sacramento Street, Lodi



HUTCHINS STREET SQUARE

COMMUNITY AND CONFERENCE CENTER



Located on
10 beautiful acres

Convenient
downtown location

Wedding Receptions
Conferences


Business and
Social Meetings

Theatrical Events

Also home to: Senior Services Center-Adult Day Care;
Heated Indoor Pool; Arts & Cultural Classes; Camp Hutchins
(Child Care); Youth, Arts and Senior Citizens' Commissions

125 S. Hutchins Street, Lodi CA 95240
209-333-6782 HutchinsStreetSquare.com

San Joaquin County Historical Museum



Captain Charles Weber's 1847 cottage

COME IN... DISCOVER THE STORIES

18 acres in beautiful Micke Grove Regional Park
Open Wednesday through Sunday
www.SanJoaquinHistory.org

11793 N. Micke Grove Road, Lodi, CA 95240
(209) 331-2055

Accredited by the American Association of Museums



Photos, left to right: captivalingphotos.com; Gary Garvin; captivalingphotos.com; Gary Garvin



SEASON OF THE SANDHILL CRANES

The Lodi area is an overwintering site for thousands of Lesser and Greater Sandhill Cranes. You can view these magnificent birds from late September through early March in the wetlands surrounding Lodi. More information, directions and viewing tips can be found at cranefestival.com.

For a great weekend of nature activities and wildlife viewing, plan to attend the Sandhill Crane Festival, the first weekend in November.

800-581-6150

cranefestival.com



SANDHILL CRANE FESTIVAL

Captivalingphotos 2008

Attractions

NATURE, SIGHTS AND LIQUID DELIGHTS.

Outdoor Recreation and Attractions Water has always played a central role in Lodi. The Mokelumne River’s fresh water, a product of snowmelt from the nearby Sierra Nevada, is what makes our grapes so special. It also plays an instrumental role as a source for fun and escape. Kayaking, pedal boating, swimming and fishing keep visitors and locals alike refreshed and laughing. For their day’s adventures, many visitors congregate on the shores of Lodi Lake, named by *Sunset* magazine as “one of the great inland beaches.”

Just outside the city limits, from September through February, birders get a special opportunity to watch the Greater and Lesser Sandhill Cranes make their annual migratory fly-in at the Sandhill Crane Reserve. Spying on a bird 5 feet tall and sporting a 7-foot wingspan is nothing short of breathtaking.

If you are looking for family adventure, Lodi has something entertaining for every member of the family. The Micke Grove County Park is a destination unto itself. Visitors can spend the day exploring the Micke Grove Zoo, sit in the shade of the Japanese Garden’s cherry blossom trees, or laugh and play together at Funderwoods Amusement Park. At the San Joaquin Historical Museum, visitors can learn about the history of the region, and see the antique tractor exhibit, the San Joaquin County Schoolhouse and the blacksmith shop.

Children and parents alike will enjoy a visit to the Serpentarium and the World of Wonders Science Museum, where education is fun and abundant. So, bring your curiosity and a desire to discover, and you’ll see that wine is only a part of Lodi’s charm.



VISUAL ARTS, THEATER, GALLERIES AND ALL THAT JAZZ.

Arts and Culture Lodi is making a name for itself as a first-class art scene in the Valley. At the Hutchins Street Square Performing Arts Theater, visitors can enjoy live concerts and theater performances year-round. Lovers of the visual arts will find great pleasure in exploring Lodi’s expanding art scene. Two galleries have become destination locations for art collectors from around the country. The Knowlton Gallery, in downtown Lodi, showcases fine artists, both painters and photographers, from Northern California. Graves Country Gallery specializes in folk art paintings, carvings, face jugs and southern roosters, both antique and contemporary.

In addition to several other galleries, Lodi is home to a dozen public murals, and hosts numerous art-related events throughout the year, including the monthly Art Hop and the Night Time Live Jazz series. For a mural map or complete listing of events, go to visitlodi.com.

Attractions:

Area code (209), unless otherwise noted.

Cosumnes River Preserve
13501 Franklin Blvd., Galt
916-684-2816
cosumnes.org

Hill House Museum
826 S. Church St., Lodi
369-6073
lodihistory.org

Isenberg Crane Reserve
W. Woodbridge Rd., Lodi
948-7708
dfg.ca.gov

Lodi All Veterans’ Plaza Memorial
221 W. Pine St., Lodi

Lodi Lake
1101 W. Turner Rd., Lodi
333-6742

Lodi Parachute Center
23597 N. Hwy. 99, Acampo
369-1128
parachutecenter.com

Lodi Wine & Visitor Center
2545 W. Turner Rd., Lodi
365-0621
lodiwine.com

Micke Grove Park & Zoo
11793 N. Micke Grove Rd., Lodi
331-7270 mgzoo.com

Phillips Farms
4580 W. Hwy. 12, Lodi
368-7384
lodivineyards.com

San Joaquin County Historical Museum
11793 N. Micke Grove Rd., Lodi
331-2055
sanjoaquinhistory.org

Stadium 12 Cinemas
109 N. School St., Lodi
339-1900

The Serpentarium
111 S. School St., Lodi
369-7737
snakemuseum.com

World of Wonders Science Museum
2 N. Sacramento St., Lodi
368-0969
wowsciencemuseum.org

Golf Courses:

Forest Lake Golf Course
2450 E. Woodson Rd., Acampo
369-5451

Lockeford Springs Golf Course
16360 N. Hwy. 88, Lodi
333-6275
lockefordsprings.com

Micke Grove Golf Links
11401 N. Micke Grove Rd., Lodi
369-4410
mickegrove.com

Arts and Culture:

Area code (209), unless otherwise noted.

Graves Country Gallery
15 N. Cherokee Lane, Lodi
368-5740
gravescountry.com

Hutchins Street Square Performing Arts Theater
125 S. Hutchins St., Lodi
Box Office: 333-5550
hutchinsstreetsquare.com

Knowlton Gallery
115 S. School St., Ste. 14, Lodi
368-5123
knowltongallery.com

Lodi Community Art Center and Gallery
1373 Ham Lane (Lakewood Mall), Lodi
333-3855
lodiartcenter.org

Studio 20
20 W. Elm St., Lodi
334-2510
studio20art.com



EATING RIGHT.

When you’re surrounded by farms, ranches and wineries, and only a handful of miles from the ocean shore, eating fresh food is a delightful certainty. And its impact on the diversity of menus you’ll find throughout Lodi is deliciously noticeable. Dishes are more savory, with richer, brighter flavors. Lodi’s dining selection runs the gamut from American to Asian cuisine, Italian to International, pizza to brew pub and everything in between.

Lodi presents a strong lineup of choices. A relaxed stroll takes you past a casual brewery, the many temptations of an Asian bistro, upscale elegance, a candy store and delicious Mexican fare. And that’s only one street.

Let your taste buds take the lead, and you’ll enjoy fresh goodness from Lodi’s bountiful lands.

Area code (209), unless otherwise noted.

American:

A&W Root Beer 216 E. Lodi Ave., Lodi 368-8548	Denis’ Country Kitchen 1327 W. Lockeford St., Lodi 368-6350
Applebee’s 2442 W. Kettleman Lane, Lodi 369-6657	Denny’s 701 E. Kettleman Lane, Lodi 334-1337
Avenue Grill 506 W. Lodi Ave., Lodi 333-8006	Golden Ox 410 W. Kettleman Lane, Lodi 333-0146
Chili’s 2745 W. Kettleman Lane, Lodi 369-1808	IHOP 1230 W. Kettleman Lane, Lodi 369-1361
Coco’s Restaurant 2347 W. Kettleman Lane, Lodi 339-1227	Lodi Beer Company 105 S. School St., Lodi 368-9931
Dee Dee’s 1170 S. Cherokee Lane, Lodi 368-8313	Moo Moo’s Burger Barn 113 School St., Lodi 369-9450
	Omelet House 700 E. Victor Rd., Lodi 365-7011

Richmaid Restaurant 100 S. Cherokee Lane, Lodi 368-4279
Rocky’s Restaurant 14659 N. Thornton Rd., Lodi 369-1973
Scrambl’z Kountry Kitchen 233 S. School St., Lodi 367-1668
Tin Roof BBQ 171 S. Guild Ave., Ste. 101, Lodi 366-1128
Velvet Grill 1421 S. Ham Lane, Lodi 369-8231
Wild Doggz 200 W. Kettleman Lane, Lodi 369-9453
Wine Country Card Room and Restaurant 1800 S. Cherokee Lane, Lodi 365-4150

Café / Deli:

Andre’s Café 722 W. Lodi Ave., Lodi 367-5411
Bon Appétit 1012 W. Lodi Ave., Ste. 4, Lodi 367-5930
Califas Café & Bistro 480 S. Cherokee Lane, Ste. E, Lodi 367-9866
Chalkboard Café 322 N. California St., Lodi 369-2120
Cut the Mustard 1371 E. Pine St., Lodi 368-5259
Dancing Fox Winery & Bakery 203 S. School St., Lodi 366-2634
DeGrande’s Café 2370 Maggio Circle, Ste. 14, Lodi 365-6500
Fiori’s Butcher Shoppe 400 W. Lodi Ave., Lodi 334-4121
Hollywood Family Café 315 S. Cherokee Lane, Lodi 369-4065
Panera Bread 2533 W. Kettleman Lane, Lodi 367-1322
Phillips Farms Café & Bakery 4580 W. Hwy. 12, Lodi 368-7384
San Francisco Style Sandwich Shop 1040 W. Kettleman Lane, Lodi 334-5039
Scooters 121 W. Elm St., Lodi 369-8100
The Soup Ladle 312 S. Fairmont Ave., Lodi 368-9587
Tillie’s Coffee, Tea, Etc. 21 W. Pine St., Lodi 365-6644
Village Coffee Shop 416 W. Lodi Ave., Lodi 368-1929

Chinese:

China King Buffet 420 E. Kettleman Lane, Lodi 369-1818
Chop Chop (Take Out) 910 W. Lodi Ave., Lodi 369-7744
Dragon Lite Deli 1321 Lakewood Mall, Lodi 334-3457
Golden China 100 W. Turner Rd., Lodi 367-4148
King Tsin 121 S. School St., Lodi 334-0599
Rice Bowl 408 W. Lodi Ave., Lodi 369-8396
Wong’s Mandarin Restaurant 119 E. Pine St., Lodi 369-7098
Yen Ching 1110 W. Kettleman Lane, Lodi 334-2002

Fine Dining:

Crush Kitchen + Bar 115 S. School St., Lodi 369-5400
Lodi Feed & Fuel 27 W. Elm St., Lodi 365-1043
Rosewood Bar & Grill 28 S. School St., Lodi 369-0470
School Street Bistro 116 N. School St., Lodi 333-3950
Wine & Roses Hotel and Restaurant 2505 W. Turner Rd., Lodi 334-6988
Woodbridge Crossing 18939 N. Lower Sacramento Rd., Lodi 366-1800
Woodbridge Inn Steakhouse 18878 N. Lower Sacramento Rd., Woodbridge 368-2346

Sweets and Treats:

The Candy Box 24 N. School St., Lodi 333-6099

Coldstone Creamery 115 W. Elm St., Lodi 369-1233
Honey Treat Yogurt Shoppe 201 W. Lodi Ave., Lodi 369-8072
Jan’s Sweet Treasures 18 W. Elm St., Lodi 368-4581
Oh My Yogurt 2314 W. Kettleman Lane, Lodi 367-1899
Rocky Mountain Chocolate Factory 115 S. School St., Ste. 4, Lodi 339-8275

International:

A Taste of Thai 116 W. Turner Rd., Lodi 369-6409
Haru Sushi Bar 550 S. Cherokee Lane, Lodi 334-9988
Matsuyama Japanese and Sushi 235 Lakewood Mall, Lodi 368-3888
Saigon Grill 5 W. Elm St., Lodi 368-5152
Shangri La Asian Bistro 203 S. School St., Ste. A, Lodi 366-0539
Shi Ra Soni #2 1420 W. Kettleman Lane, Lodi 366-2525
Teriyaki Time 123 W. Elm St., Lodi 334-2451
Thai Spices 2401 W. Turner Rd., Ste. 224, Lodi 369-8424

Italian / Pizza:

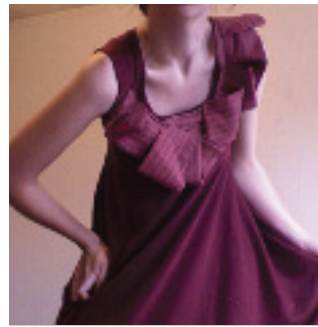
De Vinci’s Deli and Catering 220 S. Church St., Lodi 334-3234
Little Caesar’s Pizza 1420 W. Kettleman Lane, Lodi 333-2434
Papa Nick’s III Italian Restaurant 215 N. Cherokee Lane, Lodi 366-1888
Pietro’s Restaurant 317 E. Kettleman Lane, Lodi 368-0613

Rick’s New York Style Pizza 1320 Lakewood Mall, Lodi 339-9411
Strings Italian Café 2314 W. Kettleman Lane, Lodi 369-6400
Tony’s Pizzeria 514 W. Lodi Ave., Lodi 333-9295

Mexican:

Alebrijes Mexican Bistro 1301 W. Lockeford St., Lodi 368-1831
Angelo’s Mexican Restaurant 28 N. School St., Lodi 366-2728
Cactus Mexican Dining 18961 N. Lower Sacramento Rd., Woodbridge 367-1632
El Pajaro Restaurant 212 S. School St., Lodi 334-1888
El Rosal 728 W. Kettleman Lane, Lodi 369-4989
Habanero Hots 1024 E. Victor Rd., Lodi 369-3791
La Fuente Restaurant 114 W. Pine St., Lodi 365-7249
La Luna 910 S. Cherokee Lane, Lodi 369-2416
Mar Y Tierra Mexican Grill 1413 S. Church St., Lodi 334-6945

Mazatlan Café 125 N. Sacramento St., Lodi 334-0364
Midtown Taqueria 1040 W. Kettleman Lane, Lodi 367-4620
Playa Linda 10 W. Oak St., Lodi 368-4647
Revolucion 1910 307 S. Lower Sacramento Rd., Ste. D, Lodi 334-1519
Sinaloa Café 43 N. Sacramento St., Lodi 368-7961



Open 7 days a week

Located in the Woolworth Place, Downtown Lodi

115 S School St., Lodi, CA 95240

209.333.7777 pdcboutique.com

Shopping



PDC Boutique



Knowlton Gallery

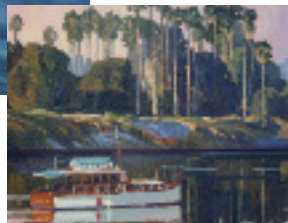
DOWNTOWN: STROLL, SHOP, SIP, SAVOR, REPEAT...

Since the renovation in the late '90s, word has quickly traveled from shopper to shopper about the goods that are found in downtown Lodi.

Taking a page from the town's history, the renovation includes old-fashioned brick streets and inlaid golden sidewalks. Modern amenities feature informational kiosks plus plenty of colorful potted plants and a welcoming, friendly atmosphere. It's a shopper's dream, where you'll find boutiques large and small, furniture stores, and numerous restaurants and wine tasting rooms lining sycamore-shaded School Street.

Several special events take place throughout the year as well. The School Street Strolls (April and October), the Christmas Light Parade (December) and the Downtown Farmers Market (June-October) will make your downtown experience that much more memorable.

For an enjoyable excursion, take a few hours and tour the shops in downtown Lodi.



*Specializing in
California Landscapes
and Artisan Jewelry.*

Hours: Tues-Sat 11a.m. - 5p.m.
and most Sundays 11a.m. - 4p.m.

(209) 368-5123

KnowltonGallery.com

Downtown Lodi, 115 S. School St. #14, Lodi, CA 95240

Knowlton Gallery
fine art & jewelry

Meetings and Conferences



Hutchins Street Square Theater



Wine & Roses Garden Ballroom

BUSINESS MATTERS

For meeting and convention planners, there's an array of meeting rooms, halls and open spaces for your event. Your group can congregate at dedicated conference facilities, as well as at several of the wineries' private banquet and meeting rooms, and beautiful grounds. There are outdoor amphitheaters and auditoriums available for larger groups and performances. Visit our website at visitlodi.com for a complete list of meeting facilities.

THE ANTIQUARIUM

Plan to come in and spend some time exploring our newly-opened shop.

Featuring:

Wonderful Antiques

Victoriana

Country-Store Americana

Lovely Collectibles

and Unique Gifts

The Antiquarium... a place to laugh, create, remember.

**18 W. PINE STREET
LODI, CA 95240**

Open: 10 a.m. - 5 p.m., seven days a week, extended weekend hours.

(209)365-1700 lodiantiquarium.com



HAMPTON INN & SUITES LODI

Whatever venture brings you to Lodi, make Hampton Inn and Suites your home base. Start your day with a fortifying breakfast and end your day by settling into a fresh, comfortable room, to revitalize your mind and body and meet your next day of adventure.

Take a tour of our hotel to plan your stay at

lodisuites.hamptoninn.com

1337 South Beckman Road, Lodi, CA 95240

Reservations: 209-369-2700 Fax: 209-369-4050



The Inn at Locke House



Motel 6



Cottages On Armstrong



A GOOD NIGHT’S REST AND A GREAT PLACE FOR BUSINESS.

As you might imagine, Lodi’s wine-centric setting means you have the opportunity to enjoy some very special places to lay your head. The bed and breakfast offerings are delightful, scattered throughout the region, in the vineyards, in town, historic landmarks... It’s a wonderful selection. Likewise for the hotel and motel offerings. From well-known chains to privately owned pillow palaces, you’ll find just the right place at just the right price. The following puts all of Lodi’s lodging at your fingertips.

Preferred Lodging:

Area code (209), unless otherwise noted.

Best Western Royal Host Inn

369-8484 710 S. Cherokee Lane, Lodi
bestwestern.com/royalhostinn

48 Rooms/Continental Breakfast/Tea & Coffee Service/Refrigerator/
High-Speed Internet/Pool

Best Western Royal Host Inn is close to all local activities and has spacious accommodations designed for your comfort. Rooms have king- and queen-sized beds, adjoining rooms available. All rooms have a sitting area and desk.

Hampton Inn & Suites

369-2700 1337 S. Beckman Rd., Lodi

101 Rooms/Breakfast/Tea & Coffee Service/High-Speed Internet/Laundry/
Business Center/Pool

Our promise to you includes a clean, comfortable hotel room. In fact, we have 101 of them! If you’re traveling with your family, you may opt for a room with two beds. Or, if you’re here by yourself on business, why not book a room with a plush, king-sized bed so you can stretch out and relax?

Holiday Inn Express

210-0150 1337 E. Kettleman Lane, Lodi
hiexpress.com/lodi-ca

89 rooms/Air Conditioning all rooms/Cable, Satellite TV/Complimentary Hot Buffet
Breakfast Daily/Fitness Facilities/Business Center/Wi-Fi Internet/Indoor Pool and Spa

Newly remodeled rooms with microwaves and refrigerators, complimentary Express Start Breakfast, a meeting facility for business, an outdoor pool and exercise room to unwind.

Motel 6

800-432-7613, 334-6422 1140 S. Cherokee Lane, Lodi
motel6.com

95 rooms/Air Conditioning/Hair Dryers/Tea & Coffee Service Daily/Business Center/
Wireless Internet/Outdoor Pool and Spa

Motel 6 is located in the heart of the Lodi-Woodbridge Wine Country. Featuring graciously designed guest rooms, catering to the corporate, group, and leisure traveler. Outdoor pool and Jacuzzi® open year-round.

Wine & Roses Hotel Restaurant and Spa

334-6988 2505 W. Turner Rd., Lodi
winerose.com

86 Rooms/Extended Breakfast/Tea & Coffee Service/Refrigerator & Mini-bar/
High-Speed Internet/Spa

Nestled in the heart of Lodi Wine Country, Wine & Roses provides a comfortable and relaxing environment set within seven acres of towering trees and serene botanical gardens. Relax and indulge in the simplistic elegance of our Vintner Suites and Garden Rooms. Heal your mind, body and spirit with our rejuvenating spa services. Restaurant offers breakfast, lunch and dinner with brunch on Sundays.

Preferred Bed & Breakfast:

Area code (209), unless otherwise noted.

Cottages on Armstrong

369-1360 4398, 3943 and 3921 E. Armstrong Rd., Lodi
cottagesonarmstrong.com

A stay at the Cottages on Armstrong offers you a comfortable, private retreat amid the vineyards along Lodi’s Wine Trail. Whether you are looking for a place for a weekend romantic retreat or a place for a special event with the family or business, the Cottages on Armstrong in Lodi have the space and amenities to make your stay a wonderful occasion. The cottages are located close together for the convenience of larger groups and close to eating, entertainment and business in the area.

Grand Oaks Inn Bed & Breakfast

759-3453 21941 Buena Vista Rd., Clements
grandoaksinn.com

5 Rooms/Breakfast/Tea & Coffee Service/Wi-Fi/Outdoor Pool

Grand Oaks, located in the oak-studded rolling Sierra foothills, is reminiscent of a Currier and Ives print. The architecture and lushly landscaped grounds shaded by ancient blue oak trees evoke the feeling of an English Country inn. This 1,100-acre estate sits quietly in the middle of California’s booming wine country at the gateway to the Mother Lode.



GRAND OAKS INN B&B

A TASTE OF THE PAST IN MODERN COMFORT

An intimate, elegantly cozy bed & breakfast that is a true living history experience.

Five rooms, each with an in-suite bathroom.

The romantic grounds are ideal for celebrations, reunions and gatherings. The Carriage Museum is perfect for small conferences.

21941 Buena Vista Road, Clements, CA 95227

(209)759-3453 grandoaks@inreach.com grandoaksinn.com



The Inn at Locke House Bed and Breakfast is a charming and elegant 19th-Century farmhouse, surrounded by cottage gardens and centuries-old trees. Breathtaking views from the property make your stay a treasure of history and nature.



The Inn at
Locke House
Bed and Breakfast

19960 Elliott Road, Lockeford, CA 95237

209-727-5715 theinnatlockehouse.com



BEST WESTERN ROYAL HOST INN

Amenities include: A free HOT Breakfast, free high-speed Internet, swimming pool, BBQ area, fitness center, guest laundry room and business desk in lobby. All rooms have microwaves and fridges. Recently Remodeled.

Special Packages and Group Rates are Available.
Free Shuttle Service for Groups.

710 S. Cherokee Lane, Lodi, CA 95240

209-369-8484
bestwestern.com/royalhostinn



Lodging

The Inn at Locke House Bed and Breakfast

727-5715 19960 Elliot Rd., Lockeford
theinnatlockehouse.com

5 Rooms/Gourmet Breakfast/Internet/Copy/Fax

This award-winning bed and breakfast inn is a romantic retreat in a village setting, with four airy rooms in the Main House and secluded three-level suite in the Water Tower. Features antique furnishings and historic memorabilia, private baths, fireplaces, lush country gardens.

Hotel Lodging:

Area code (209), unless otherwise noted.

Best Western I-5 Inn & Suites
367-3000
6411 W. Banner St., Lodi

57 Rooms/Tea & Coffee Service/
Refrigerator/Fax Service

Budget Inn 369-1091
917 S. Cherokee Lane, Lodi

20 Rooms/Extended Continental
Breakfast/Tea & Coffee Service/In Suites
High-Speed Internet/Indoor Pool

Del Rancho Motor Inn 368-5348
501 N. Cherokee Lane, Lodi

12 Rooms/Refrigerator in some rooms

Economy Inn 368-3778
1100 S. Cherokee Lane, Lodi

15 Rooms/Refrigerator

El Rancho Motel 368-0651
603 N. Cherokee Lane, Lodi

33 Rooms/Refrigerator in some rooms/
High-Speed Internet

Microtel Inn & Suites 367-9700
6428 W. Banner St., Lodi

51 Rooms/Continental Breakfast/Tea &
Coffee Service some rooms/Refrigerator some
rooms/Dataports/Heated Pool

Modern Motor Lodge 333-8844
1050 S. Cherokee Lane, Lodi

19 Rooms

Quality Inn 367-4848
118 N. Cherokee Lane, Lodi

55 Rooms/Extended Continental Break-
fast/Tea & Coffee Service/High-Speed
Internet/Offsite Fitness Facility/Pool/Spa

Rancho Grande Motel 334-3303
807 S. Cherokee Lane, Lodi

20 Rooms/Refrigerator in some rooms

Viking Motel 369-6229
815 S. Cherokee Lane, Lodi

19 Rooms/Refrigerator in some rooms

Wine Country Inn 368-2707
607 S. Cherokee Lane, Lodi

22 Rooms/Refrigerator in some rooms/
Fax Service

Bed & Breakfast Inns:

Area code (209), unless otherwise noted.

Amorosa Inn & Gardens
866-368-5658, 368-5658
7889 E. Harney Lane, Lodi

Located on a winery/Vineyard site/Elegant,
peaceful and cozy.

RV & Campgrounds:

Area code (209), unless otherwise noted.

Lodi Lake Park 333-6742
1101 Turner Rd., Lodi

RV Sites/Group Area
Rentals/Playground/Beach/Kids' Pool/
Canoe/Kayak

Lodi RV Park & Campground
941-2573
2851 E. Eight Mile Rd., Lodi

Playground/Game Room/Wi-Fi/Pool

Stockton Delta KOA 369-1041
14900 W. Hwy. 12, Lodi

RV Sites/Tent Sites/Cabins/Full Hook-ups/
50 Amp Service Available/Wi-Fi/
Store/Dog Park/Fishing/Seasonal Pool/
Hot Tub/Sauna



“WE’LL LEAVE THE LIGHT ON FOR YOU.”®
MOTEL 6



Welcome to Motel 6 in Lodi, California, located in the heart of the Lodi-Woodbridge Wine Country. Featuring graciously designed guest rooms, catering to the corporate, group, and leisure traveller. Outdoor pool and Jacuzzi® open year round, and a business center. 92 rooms. Other amenities include: Cable TV with HBO, Free high-speed Internet in every room, Microwaves and refrigerator in every room, Pets and kids under 17 stay free.

1140 S. Cherokee Lane on Hwy. 99
(exit Kettleman Ln.), Lodi, CA 95240

Phone 209-334-6422 Fax 209-368-7967

motel6.com

HOLIDAY INN EXPRESS



Located right off Highway 99, the Holiday Inn Express® hotel in Lodi provides a central location to the Lodi Appellation wineries and an abundance of outdoor, scenic and shopping activities. This great location is complemented by quality amenities and excellent service by our friendly staff.

Contact hotel directly at (209)210-0150 for Special Group rates and Packages! Mention this ad for an additional discount!



1337 East Kettleman Lane, Lodi, CA 95240

Reservations: 800-718-8466 Front desk: 209-210-0150

hiexpress.com/lo-di-ca

Your home away from home in the
heart of Lodi's Wine Country



COTTAGES ON ARMSTRONG

UNIQUE COTTAGES IN LODI CALIFORNIA FOR...

Family Gatherings
Special Events

Business Connections
Weddings and Romance

Vacation Rentals located along Lodi's wine trail
Fully furnished homes and landscaped gardens

Join us for wine tasting events and festivals,
family gatherings, romantic getaways and business stays.

4386 East Armstrong Road, Lodi, CA 95924

For information and reservations: 209-369-1360
CottagesOnArmstrong.com

IN THE HEART OF CALIFORNIA.



As destinations go, Lodi is an easy place to visit in Northern California.

It is located 35 miles south of Sacramento, 90 miles east of San Francisco and snuggled in between I-5 and Hwy. 99.

From the North or the South: Lodi is situated between Hwy. 99 and I-5. From Hwy. 99 take the Turner Road Exit. From I-5 take the Hwy. 12 E exit.

From the West: From the Bay area, take I-80 toward the Bay Bridge/Oakland, exit onto I-580 E, toward CA-24/Hayward/Stockton, continue onto I-205 E and merge onto I-5 N, towards Sacramento.

From the East: Depending upon where your trip begins, take either Hwy. 88 (from the northeast) to Hwy. 12 into Lodi. From the southeast, you'll simply take Hwy. 12 W.

Lodi is also part of Amtrak's rail system. And the Lodi Airport is served primarily by charter aircraft.

Published by: HD96 Publishing/hd96.com

Design: kimbermooredesign.com

For additional Vacation Planners or information
call (209)365-1195 or go to visitlodi.com



VINTAGE LIMOUSINE SERVICE

Lodi's preferred limo service since 1986



SPECIALIZING IN LODI APPELLATION WINE TOURS

WEEKDAY SPECIALS AVAILABLE

VOTED "BEST OF SAN JOAQUIN 2009"

(209)333-2657

lodiwinetours.net



ALL SEASONS CARRIAGE CO., INC.

... for the seasons of your life!

CARRIAGES FOR ALL OCCASIONS

HORSE-DRAWN WINERY TOURS

KIDS' PONY PARTIES

EQUINE EDUCATION

CORPORATE EVENTS



209-986-3096

allseasonscarriage.com

RESOLUTION NO. 2010-205

A RESOLUTION OF INTENTION TO LEVY ANNUAL
ASSESSMENT FOR LODI TOURISM BUSINESS
IMPROVEMENT DISTRICT, ESTABLISHING PUBLIC
HEARING DATE, AND APPROVING ANNUAL REPORT

WHEREAS, Lodi Tourism Business Improvement District was established December 20, 2004, by City Council adoption of Ordinance 1753, and as amended by Ordinances 1756 and 1818; and

WHEREAS, the Annual Report as required by Streets and Highways Code §36533 has been submitted to the Council by the Board of Directors of said improvement district.

NOW, THEREFORE, BE IT RESOLVED by the Lodi City Council that it does hereby resolve, determine, and finds as follows:

1. Approves the Annual Report as submitted, said report being on file with the City Clerk.
2. Establishes December 15, 2010, in the City Council Chambers, Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 p.m., or as soon thereafter as possible, as the date, place and time to hold the public hearing.
3. It is the intention of the City Council to levy and collect assessments within the Lodi Tourism Business Improvement District for calendar year 2011 (the District's fiscal year).
4. The proceeds from the Lodi Tourism Business Improvement District assessment shall be used to administer marketing programs to promote the City of Lodi as a tourism destination and to fund projects, programs, and activities that benefit hotels within the City of Lodi. The boundaries of the Lodi Tourism Business Improvement District shall be the boundaries of the City of Lodi and County Service Area #31 (Flag City). Refer to the report on file in the Lodi City Clerk's office for a full and detailed description of the improvements and activities, boundaries, and proposed assessments for the 2011 fiscal year.
5. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets and Highways Code §36524 and 36525.

Date: November 23, 2010

I hereby certify that Resolution No. 2010-205 was passed and adopted by the Lodi City Council in a special meeting held November 23, 2010, by the following vote:

AYES: COUNCIL MEMBERS – Hansen, Johnson, Mounce, and Mayor Katzakian
NOES: COUNCIL MEMBERS – None
ABSENT: COUNCIL MEMBERS – Hitchcock
ABSTAIN: COUNCIL MEMBERS – None


RANDI JOHL
City Clerk



VISIT LODI! ANNUAL PRESENTATION

Lodi City Council

November 23, 2010

2010

- ✖ Hotel market depressed
- ✖ Conference & Meeting market sluggish
- ✖ Event attendance down
- ✖ Sponsorships are down
- ✖ 2 million wine-related visits each year
- ✖ \$409.5 million in wine-related tourism expenditures

CHALLENGES

- ✕ How to continue to market effectively in today's current economic climate
 - + Maintain advertising & promotions budgets
 - + Adopt Flexible Marketing Strategies
 - + Utilize Partnerships
 - ✕ CVTA
 - ✕ LWWC

2010 ACTIVITIES & ACCOMPLISHMENTS

- ✘ Purchased \$25,000 worth of advertising to promote Lodi including multiple co-op ads with local partners
- ✘ Secured approximately \$250,000 worth of PR for Lodi including (but not limited to) press on:

- News 10
- CBS 13 / CW 31
- KXTL Fox 40
- KCRA 3
- Sac Bee
- Modesto Bee
- Lodi News Sentinel
- Stockton Record
- Sunny102 FM

- V101 FM
- Sacramento Magazine
- San Joaquin Magazine
- VinVillage.com
- Examiner.com
- CentralValley Business Journal.com
- Localwineevent.com
- Wineandspiritsmagazine.com

2010 ACTIVITIES AND ACCOMPLISHMENTS

- ✖ For first 3 quarters 2010, Visit Lodi! Group Sales efforts have secured
 - + 33 Groups
 - + 1,250 room nights
 - + Estimated return of \$799,442
- ✖ Attended three Group Sales Shows including SGMP, CAL SAE, NTA
- ✖ We represented Lodi at the Treasure Island WineFest
- ✖ Secured Lodi representation at SF & LA Times media shows as well as LA Times Travel Show

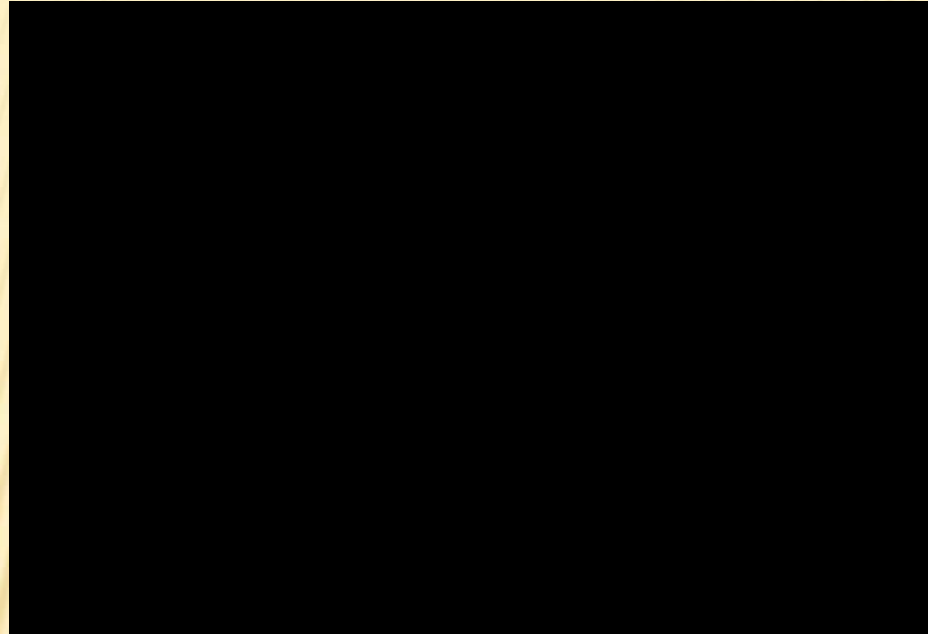
2010 ACTIVITIES AND ACCOMPLISHMENTS

- ✖ Produced 9th Annual Taste of Lodi event which brought over 1,300 people to Lodi.
 - + Approximately 70% of attendees came from outside of Lodi
- ✖ Produced a new Visit Lodi! Travel Planner
 - + Monthly distribution to hotels, wineries and attractions

2010 ACTIVITIES AND ACCOMPLISHMENTS

- ✘ Held a social media workshop to educate wineries, venues and attractions on how to market their business on the internet
- ✘ Updated visitlodi.com Web site to include a Special Offers and Packages section as well as four new Lodi videos

LODI OUTDOORS



- ✕ Other videos include
 - + Attractions, Downtown, and Wine

2011 WORKPLAN HIGHLIGHTS

LEISURE MARKET

- ✕ Targeted Advertising
 - + Travel, Lifestyle Publications
 - + Focus: Website, Co-op Ads, Email Blasts
- ✕ Tradeshows
 - + Bay Area Travel Show
 - + Treasure Island WineFest
- ✕ Taste of Lodi
 - + 10th Annual Event

GROUP MARKET

- ✖ Sales Shows

- + National Tour Operators
- + CALSAE
- + Society Government Meeting Planners

- ✖ Fam Tours

- + Quarterly Tours for Group Decision Makers

- ✖ Direct Mail Campaign

- + Quarterly Mailers = top of mind perception

- ✖ Sponsorships

PUBLICATIONS & COMMUNICATIONS

- ✖ Annual Travel Planner (20,000 guides)
- ✖ LodiView monthly email event calendar (3,300 subscribers)
- ✖ Attraction Map & Guide
- ✖ Facilities Brochure
- ✖ Social Media
 - + Twitter and Facebook

THANK YOU

I welcome your questions

CITY COUNCIL

PHIL KATZAKIAN, Mayor
SUSAN HITCHCOCK,
Mayor Pro Tempore
LARRY D. HANSEN
BOB JOHNSON
JOANNE MOUNCE

CITY OF LODI

CITY HALL, 221 WEST PINE STREET
P.O. BOX 3006
LODI, CALIFORNIA 95241-1910
(209) 333-6702 / FAX (209) 333-6807
www.lodi.gov cityclerk@lodi.gov

KONRADT BARTLAM
City Manager
RANDI JOHL, City Clerk
D. STEPHEN SCHWABAUER
City Attorney

November 23, 2010


Nancy Beckman
President and CEO
Visit Lodi! Conference & Visitors Bureau
115 S. School St., Suite 9
Lodi, CA 95240

**RE: RESOLUTION OF INTENTION TO LEVY ANNUAL ASSESSMENT FOR
LODI TOURISM BUSINESS IMPROVEMENT DISTRICT, ESTABLISHING
PUBLIC HEARING DATE, AND APPROVING ANNUAL REPORT**

The Lodi City Council, at its meeting of November 23, 2010, adopted the enclosed resolution of intention to levy annual assessment for Lodi Tourism Business Improvement District, establishing public hearing date, and approving the Annual Report.

Should you have any questions, please feel free to contact the City Clerk's Office.

Sincerely,


Jennifer M. Robison
Assistant City Clerk

JMR

Enclosure



*Please immediately confirm receipt
of this fax by calling 333-6702*

CITY OF LODI
P. O. BOX 3006
LODI, CALIFORNIA 95241-1910

ADVERTISING INSTRUCTIONS

SUBJECT: PUBLIC HEARING REGARDING INTENTION TO LEVY ANNUAL
ASSESSMENT FOR LODI TOURISM BUSINESS IMPROVEMENT
DISTRICT

PUBLISH DATE: SATURDAY, NOVEMBER 27, 2010

LEGAL AD


TEAR SHEETS WANTED: One (1) please

SEND AFFIDAVIT AND BILL TO:
LNS ACCT. #0510052

RANDI JOHL, CITY CLERK
City of Lodi
P.O. Box 3006
Lodi, CA 95241-1910

DATED: TUESDAY, NOVEMBER 23, 2010

ORDERED BY: RANDI JOHL
CITY CLERK


JENNIFER M. ROBISON, CMC
ASSISTANT CITY CLERK

MARIA BECERRA
ADMINISTRATIVE CLERK

Verify Appearance of this Legal in the Newspaper – Copy to File

Faxed to the Sentinel at 369-1084 at _____ (time) on _____ (date) _____ (pages)
LNS _____ Phoned to confirm receipt of all pages at _____ (time) _____ CF _____ MB _____ JMR (Initials)



DECLARATION OF POSTING

PUBLIC HEARING REGARDING INTENTION TO LEVY ANNUAL ASSESSMENT FOR LODI TOURISM BUSINESS IMPROVEMENT DISTRICT

On Tuesday, November 23, 2010, in the City of Lodi, San Joaquin County, California, a copy of a Notice of Public Hearing regarding intention to levy annual assessment for Lodi Tourism Business Improvement District (attached hereto, marked Exhibit "A") was posted at the following four locations:

Lodi Public Library
Lodi City Clerks Office
Lodi City Hall Lobby
Lodi Carnegie Forum

I declare under penalty of perjury that the foregoing ~~is~~ true and correct.

Executed on November 23, 2010, at Lodi, California.

ORDERED BY:

RANDI JOHL
CITY CLERK


JENNIFER M. ROBISON, CMC
ASSISTANT CITY CLERK

MARIA BECERRA
ADMINISTRATIVE CLERK

NOTICE OF PUBLIC HEARING

RESOLUTION NO. 2010-205

EXHIBIT A

A RESOLUTION OF INTENTION TO LEVY ANNUAL ASSESSMENT FOR LODI TOURISM BUSINESS IMPROVEMENT DISTRICT, ESTABLISHING PUBLIC HEARING DATE, AND APPROVING ANNUAL REPORT

=====

WHEREAS, Lodi Tourism Business Improvement District was established December 20, 2004, by City Council adoption of Ordinance 1753, and as amended by Ordinances 1756 and 1818; and

WHEREAS, the Annual Report as required by Streets and Highways Code 536533 has been submitted to the Council by the Board of Directors of said improvement district.

NOW, THEREFORE, BE IT RESOLVED by the Lodi City Council that it does hereby resolve, determine, and finds as follows:


1. Approves the Annual Report as submitted, said report being on file with the City Clerk.
2. Establishes **December 15, 2010, in the City Council Chambers, Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 p.m.**, or as soon thereafter as possible, as the date, place and time to hold the public hearing.
3. It is the intention of the City Council to levy and collect assessments within the Lodi Tourism Business Improvement District for calendar year 2011 (the District's fiscal year).
4. The proceeds from the Lodi Tourism Business Improvement District assessment shall be used to administer marketing programs to promote the City of Lodi as a tourism destination and to fund projects, programs, and activities that benefit hotels within the City of Lodi. The boundaries of the Lodi Tourism Business Improvement District shall be the boundaries of the City of Lodi and County Service Area #31 (Flag City). Refer to the report on file in the Lodi City Clerk's office for a full and detailed description of the improvements and activities, boundaries, and proposed assessments for the 2011 fiscal year.
5. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets and Highways Code §36524 and 36525.

Date: November 23, 2010

=====

I hereby certify that Resolution No. 2010-205 was passed and adopted by the Lodi City Council in a special meeting held November 23, 2010, by the following vote:

AYES: COUNCIL MEMBERS – Hansen, Johnson, Mounce, and Mayor Katzakian
NOES: COUNCIL MEMBERS – None
ABSENT: COUNCIL MEMBERS – Hitchcock
ABSTAIN: COUNCIL MEMBERS – None


RANDI JOHL
City Clerk